

# Volunteer Ambassador Training

March 24, 2021

# FS CAMPAIGN HISTORY



This peer-to-peer campaign has been a collaborative effort for over a decade.



Starting with only a few areas, the campaign grew to be university-wide and includes all divisions and colleges.



To date more than \$11,000,000 has been raised from over 15,000 donors!

MARCH  
1-24

*Our* **TIME** TO  
**GIVE BACK**

FACULTY & STAFF CAMPAIGN

*Our* **GREATEST**  
**DAY OF GIVING**

MARCH  
24

**March 1-24**  
**Month-long.**

Faculty & staff coming together **to make the greatest impact**, creating momentum ahead of UCF Day of Giving.

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**Tuesday, March 24**  
**24 hours.**

Alumni, faculty, staff, parents, friends and students all coming together for **Our Greatest Day of Giving** to make a lasting impact and support UCF.

# TIMELINE/COUNTING

**March 1-24, 2021**

**Month-long Faculty and Staff Campaign**

- Gifts made within this timeframe count toward the Faculty and Staff Campaign and UCF Day of Giving

**March 24, 2021**

**UCF Day of Giving**

- Gifts made on UCF Day of Giving count toward the Faculty and Staff Campaign and UCF Day of Giving.

**Overall Faculty and Staff Campaign**

- Gifts made anytime during the fiscal year timeframe count toward the Faculty and Staff Campaign.
- Only gifts made between March 1-24 count toward UCF Day of Giving.

**July 1, 2020 – June 30, 2021**

# WHAT MAKES THIS CAMPAIGN UNIQUE?



**YOU!** As ambassadors, when you share why you support UCF, you will inspire your colleagues to participate in the campaign. **YOU** make it fun and successful!



Donors can designate their gifts to any fund at UCF. With hundreds of funds to choose from, everyone can find a program or scholarship to support that aligns with their passion.



Gifts to the campaign directly benefit the university, its programs and its students.



The UCF Foundation underwrites the entire budget for this campaign, adding absolutely no cost to participants or gifts.



100%\* of each donation directly supports the donor's selected fund. (\*minus the cost of the benefit (\$.45) if gift is under \$22.50)



Inspire participation and be a resource to colleagues



Serve as a cheerleader to promote the campaign



Distribute digital resources



Share stories of why you support UCF



Be a social media ambassador

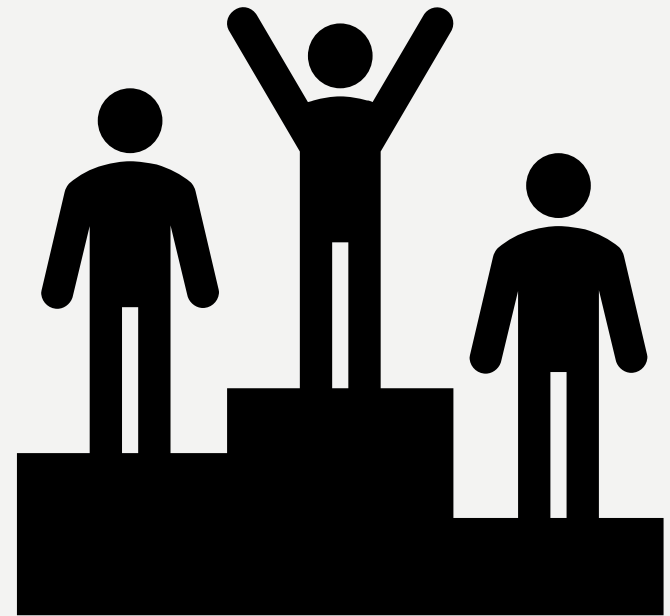


Take the lead by making your gift to UCF

# YOUR ROLE

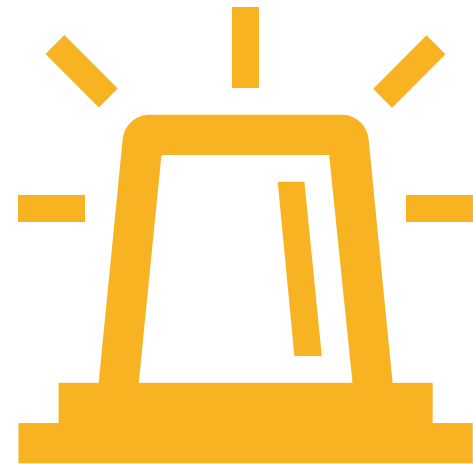
# HOW TO BE A SUCCESSFUL VOLUNTEER AMBASSADOR

- Be confident, have fun!
- Understand the campaign
- Familiarize yourself with the toolkit, resources and online forms
- Talk to your fellow colleagues
- Take time to listen and answer questions
- Share your story of why you support the campaign



# THINGS TO NOTE

- Participation is not mandatory! No one should feel pressured to participate. Participation is optional and up to each individual employee.
- It is not appropriate for an individual to make a gift on behalf of a colleague without their knowledge.
- Any individual who wants to “sponsor” someone else, must inform the other person and have that person complete the online form for themselves.
  - This cannot be done via payroll deduction as the gift will only count for the person whose payroll it is deducted.
- If we receive an envelope with multiple gifts with no signed forms, we are unable credit the individuals for participation.







Personalize and share campaign communications with colleagues.



Host an info or Q&A session via Zoom.



Speak at your department or unit staff meeting.



Share on social media.



Distribute digital resources.



Print digital poster and post in your college or division.

# IDEAS TO PROMOTE THE CAMPAIGN



Share why you support UCF



Email, Text, Facebook, Twitter, Instagram, Snapchat, LinkedIn, etc.



Take to any social media platforms you are active on and share FSC and UCF Day of Giving information



Tool kit online will provide messaging of giving impact and images for each platform



Social Media Tips and Tricks



Facebook – Social Media Ambassador's group – UCinFluencers - Visit [ucfalumni.com/sma](http://ucfalumni.com/sma) to join!

# SOCIAL MEDIA + VIRTUAL

# DIGITAL GIVING OPTIONS



## Payroll Deduction Online Form

- Up to 25 pay periods
- Open March 1-24



## Credit Card Online Form

- Open March 1-23



## GiveCampus Online Giving Platform

- Opens March 24  
for UCF Day of Giving
- Credit cards



## Digital Download Form

- Available for cash  
and checks
- Checks payable to  
UCF Foundation, Inc.
- Delivered to the UCF  
Foundation by donor  
with completed,  
downloaded form

- Funds listed match across form platforms.
- Listed by category.
- Participants may choose multiple designations and support various funds across campus!

# PAYROLL DEDUCTION



Two options for payroll deduction:

- *Annual Pledge* – deducted bi-weekly beginning April 23 until paid in full.
- *Recurring* – have no end date and will continue to be deducted each pay period until otherwise notified.



Payroll deductions may be made over the course of up to 25 pay periods.



Payroll deductions begin on Apr. 23, 2021.

- If 25 pay periods, last deduction will be March 17, 2022.

# PAYROLL ONLINE

- While you should never complete a pledge form for a colleague, you may be asked questions about the process and can provide step-by-step assistance
- Funds can be found by selecting a category or searching for a fund
- Enter the amount of gift and employee ID
- Select pledge installments and # of installments or recurring gift
- Minimum installment amount is \$2 per pay period
- This checkbox allows us to combine outstanding payroll balances or current recurring gifts with new gifts
- Opt out option for to not receive the UCF memento
- Affiliations help us track who is participating
- Click add my gift to add transaction
- Breakdown of installments and start date

### CREATE YOUR GIFT

Please use my gift to support:

Select a category

Amount I want to give:

\$

Employee ID:

Employee ID (7 digits only)

Gift type:  # of installments:

Amount per installment must be greater than or equal to \$2, and the maximum number of pledge installments cannot exceed 25.

Pledge Installments:

By checking the box, if I have an active payroll deduction, I agree to add the above amount to my previous balance and deductions will take place over pay periods selected above.

Recurring Gift (please select your intent if you have an existing recurring gift):

I want to keep my existing recurring gift and add this new amount each pay period.

I want to replace my existing recurring gift with this new one.

As a token of our appreciation, all commitments will be mailed a UCF memento\*. Should you wish to not receive the UCF memento, you may opt-out by checking the box below:

No, please do not send me a UCF memento.

\* Tax-deductible amount of your gift is the amount given above the fair market value of the memento (\$.45) in accordance with federal tax regulations. Gifts above \$22.50 are 100% tax deductible.

What are your other affiliations with UCF in addition to faculty or staff?

Alumni

Parent of a UCF Student

Current Student

25 installments of \$4.00 bi-weekly starting on 04/23/2021

# PAYROLL ONLINE

- Add additional gifts; designate gifts to one or more projects
- Transaction will be displayed on second screen
  - Start date
  - Installment amount
  - Number of installments or recurring
  - Pledge/installment total
- Personal information – complete donor name, address, phone and email
- Check out
  - Pop-up confirmation of transactions
  - Email confirmation will follow immediately

The screenshot displays a web interface for a payroll system. At the top right, there is a link to « Add another gift » and a yellow button labeled "Empty Cart". Below this, two items are listed in a cart:

- Employee Relief Fund**: Start date: 4/23/2021, Installment amount: \$10.00, Number of Installments: 5, Pledge total: \$50.00. A yellow "Remove" button is to its right.
- First Generation Scholarships**: Start date: 4/23/2021, Number of Installments: Recurring, Installment total: \$5.00. A yellow "Remove" button is to its right.

Below the cart items is a section titled "Personal Information" with the following fields:

- Title: Ms. (dropdown menu)
- \* First name: Carla
- \* Last name: Cordoba
- Country: United States (dropdown menu)
- \* Address: 123 Knight Drive
- \* City: Orlando
- \* State: FL (dropdown menu)
- \* ZIP: 32816
- Phone: 4078232586
- \* Email: uctfund@ucf.edu
- Use this as my billing address

At the bottom right of the form is a black button labeled "CHECK OUT".

# CREDIT CARD ONLINE

- All credit card gifts must be made online; no credit card information should be given via paper forms
- Credit cards accepted – Visa, MasterCard, AMEX and Discover
- Funds can be found by selecting a category or searching for a fund
- Enter the amount of gift
- Select one-time gift
  - Recurring gift is an option, but must be done as a separate transaction
- Click add gift to add transaction
  - May repeat to add additional transactions
  - All transactions must be of same type (one-time or recurring)
- Breakdown of gift designations

## DONATE WITH YOUR CREDIT CARD

Thank you for choosing to support the Faculty & Staff campaign! To make a gift with your credit or debit card, tell us the area(s) you wish to support by selecting a fund or searching for a fund below. Then let us know the amount of your gift.

You may choose to make a one-time or a monthly recurring gift. Please note, you may only make one type of gift per transaction. If you wish to make a one-time gift and a recurring gift, for example, please create two separate transactions.

### CREATE YOUR GIFT

Please use my gift to support:

Select a fund

or:

Search for a fund

Amount I want to give:

Enter amount

I would like to make this a:

One-time gift

ADD GIFT

Your gifts today:

2

Troy Driggers Music  
Scholarship

\$ 25.00

X

General Support Fund

\$ 100.00

X

Total: \$ 125.00

# CREDIT CARD ONLINE

- Matching gift program look up
- Personal information – complete donor name, address, phone and email
- Opt out of receiving the UCF memento
- Affiliations help us track who is participating
- Click complete my gift to finish transaction and enter payment information
- Pop-up confirmation of transaction
- Email confirmation will follow immediately

### GIFT DETAILS

I would like to make this gift as a tribute (optional):

I would like to make my gift anonymously

**My employer has a gift matching program:**  
[look it up >](#)

### ENTER YOUR BILLING INFORMATION

Gift type:  
 **Personal**  Corporate

Title  Address Lines

First Name  Last Name

Spouse/Partner Name  City  State/Territory

Email Address  Phone Number  ZIP / Postal Code  United States

**Additional Comments:**  
  
250 characters left

As a token of our appreciation, all commitments will be mailed a UCF memento\*. Should you wish to not receive the UCF memento, you may opt-out by checking the box below:  
 **No, please do not send me a UCF memento.**

\* Tax-deductible amount of your gift is the amount given above the fair market value of the memento (\$.45) in accordance with federal tax regulations. Gifts above \$22.50 are 100% tax-deductible.

What are your other affiliations with UCF in addition to faculty or staff?  
 **Alumni**  
 **Parent of a UCF Student**  
 **Current Student**

**COMPLETE MY GIFT >**



# GIFT RECOGNITION



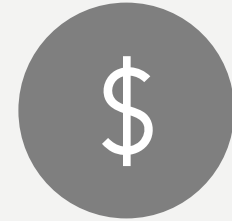
All donors participating between March 1-24 will receive a token of appreciation following the campaign regardless of gift amount.



One gift per household.



Donors may opt out of receiving the token by selecting the check box at the bottom of the form.



Tax-deductible amount of the gift is the amount given above the fair market value of the memento (\$.45) in accordance with federal tax regulations. Gifts above \$22.50 are 100 percent tax deductible.



# GIVECAMPUS



Online giving platform with real-time tracking



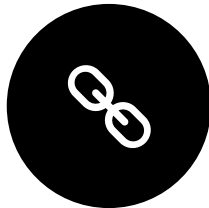
Micro-campaign tiles by area



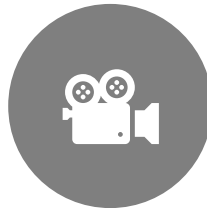
Leaderboards



Advocates



Personalized sharable giving links



Personal videos



Challenge & matching gift options

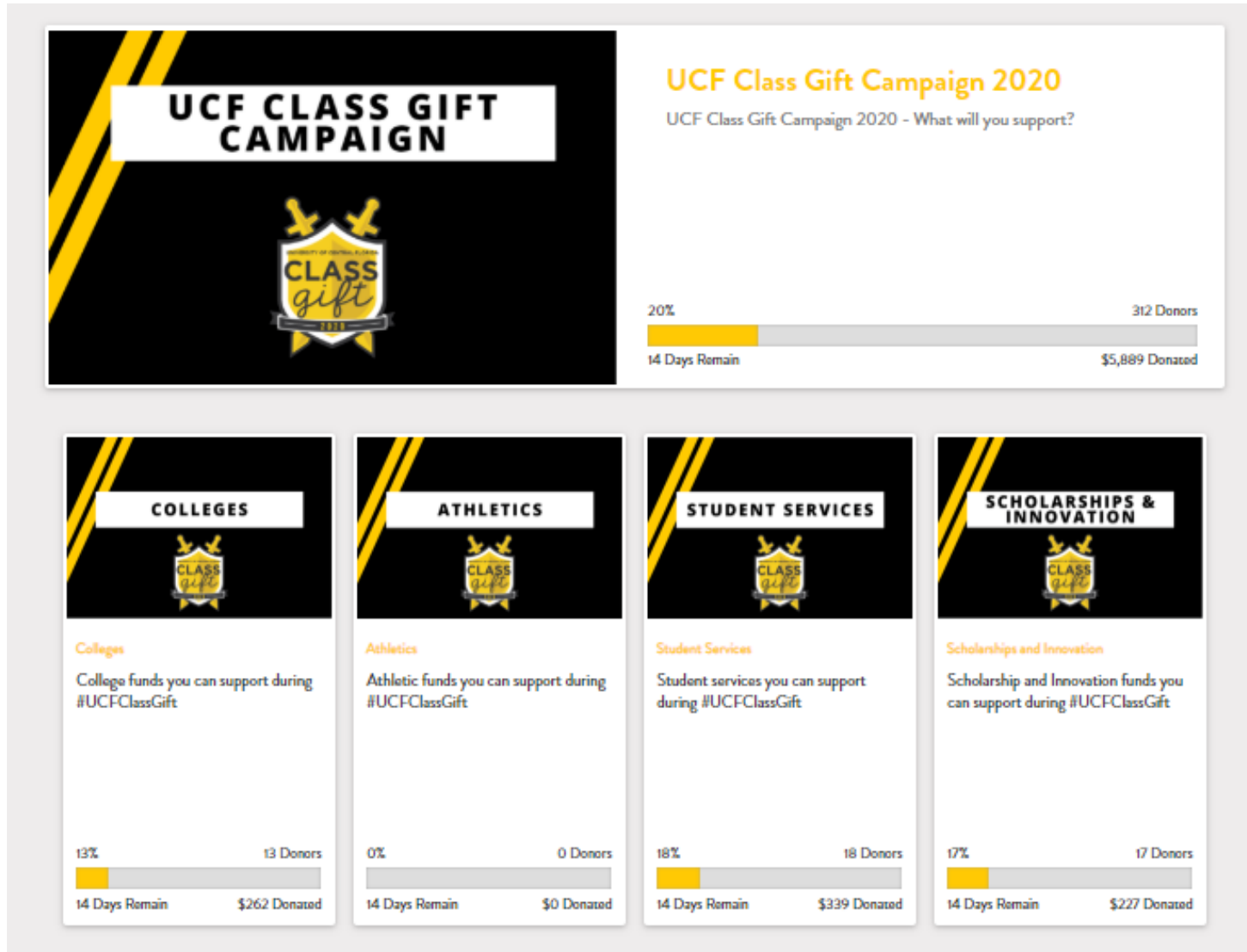


Donor recognition

- Optional GiveCampus webinar in mid March – details to come!

# GIVECAMPUS

- Campaign Sample:



# MATCHES & CHALLENGE GIFTS



Various donors and foundations have agreed to match gifts dollar-for-dollar up to certain amounts.



Faculty and staff participants who make gifts to those funds help unlock additional funding.

Visit [ucfalumni.com/dayofgiving](https://ucfalumni.com/dayofgiving) for a list of matches and challenge gifts.

# LEADERBOARD TRACKING

- No weekly, individual department reporting.
- Overall Faculty and Staff Campaign results will be shared mid-campaign, at campaign end and fiscal year-end.
- Tracking can be done on UCF Day of Giving through the live GiveCampus leaderboards.
  - Gifts made via payroll deduction will not show on GiveCampus leaderboard as individual transactions and may not show up immediately.
  - We encourage all payroll deduction gifts to be made by 5 p.m. on March 23 to be pre-tracked on leaderboard.





## Contact Information:

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**THANK  
YOU**