

Giving Tuesday Ambassador Toolkit



#GIVING
2ECUDAY
December 1, 2020

Your Comprehensive Communications Guide

Giving Tuesday is a 24-hour challenge to increase giving and engagement throughout the East Central University community. Volunteers like you, who give and encourage others to do the same, are critical to the success of Giving Tuesday. With your involvement as a Giving Tuesday Ambassador — inspiring other loyal and caring alumni, families, employees and friends — we know we can reach our Giving Tuesday goal of 200 donors. Thank you for supporting ECU's mission and our students, faculty and programs.

This toolkit provides:

- **Essential information** about Giving Tuesday.
- A **communications timeline** for engaging your friends and colleagues.
- Sample text that you can copy and paste into **social media posts and email messages**.

Giving Tuesday

Essentials

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Reference this essential information throughout the Giving Tuesday campaign.

Giving Tuesday 2020

Giving Tuesday takes place on Tuesday, December 1, from midnight to midnight. This is East Central University's fourth time to participate in Giving Tuesday and the goal is 200 donors.

Giving Tuesday Website

ecok.edu/givingtuesday

Giving Tuesday Social Media Headquarters

The East Central University Alumni Association/Foundation is your primary resource for Giving Tuesday social media activity. We encourage you to directly copy or draw from the sample posts and emails in this toolkit. While other ECU social media channels will post about Giving Tuesday, @ECUAlumniFoundation is where everything happens.

Follow us now and share!

facebook.com/ECUAlumniFoundation

twitter.com/ECUAlumni_Fndtn

instagram.com/ecualumnifoundation

Giving Tuesday Hashtags

#Giving2ECUDay #GivingTuesday

If you're personalizing your messages, be sure to include the #Giving2ECUDay and #GivingTuesday hashtags.

Questions?

If you have questions about Giving Tuesday, please contact Ashia Hillman Todd, at 580-559-5651 or

ahillman@ecok.edu.

ecok.edu/givingtuesday

Giving Tuesday

Timeline

#GIVING
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Today

1. Familiarize yourself with the communication timeline and the social media sample posts.
2. Follow ECU Alumni/Foundation on Facebook, Twitter and Instagram:

facebook.com/ECUAlumniFoundation

twitter.com/ECUAlumni_Fndtn

instagram.com/ecualumnifoundation

November 20

1. Announce that Giving Tuesday is happening on December 1. You can use the sample pre-event social media posts provided in this toolkit, create your own social media post using the sample posts as a guide, or share the ECU Alumni/Foundation posts from their Facebook and Twitter accounts.
2. Email your friends and networks using the sample email messages we've provided as a guide. Ask them to join you in making a gift on ECU's Giving Tuesday.

November 24-30

1. Save the social media Giving Tuesday images at ecok.edu/givingdaytoolkit.
2. Using the pre-event post samples as a guide, make a post letting your followers know about Giving Tuesday.
3. Share the Giving Tuesday posts from ECU Alumni/Foundation social media facebook.com/ECUAlumniFoundation.

December 1: Giving Tuesday

1. Make your gift at ecok.edu/givingtuesday. If you've already made a gift this year, thank you! By making an additional gift of any size on December 1, you can help us secure essential funding for what you love most about ECU.
2. Post on social media throughout the day, using the #Giving2ECUDay and #GivingTuesday hashtags and our sample day-of-event social media posts as a guide. For example, you can copy and paste from our samples, or you can post your own ECU giving story on Facebook, post a selfie on Instagram using #Giving2ECUDay, etc. Don't forget to share social media posts from ECU Alumni/Foundation social media accounts.
3. Tag your friends, and encourage them to make a gift on Giving Tuesday. If you know someone who made a gift on Giving Tuesday, you can thank them on social media.

December 2

If you haven't thanked your followers for participating, don't wait! You can use the post-event social media samples verbatim or as guides. We couldn't have done it without them!

Giving Tuesday

Social Media

#GIVING 2ECUDAY

December 1, 2020

Twitter: Sample Tweets

PRE-EVENT SAMPLE

Giving Tuesday is December 1. Together, we can make a difference. Can we count you in?

ecok.edu/givingtuesday #Giving2ECUDay

DAY-OF-EVENT SAMPLES

Today is #Giving2ECUDay! Together, we can make a difference! #GivingTuesday at ecok.edu/givingtuesday

My support on ECU Giving Tuesday shows what being a Tiger means to me. Join me on #Giving2ECUDay at ecok.edu/givingtuesday

My time at @ECUAlumni_Fndtn changed my life. On ECU Giving Tuesday, I can help to change someone else's life. Will you join me? #Giving2ECUDay at ecok.edu/givingtuesday

Make your gift on #Giving2ECUDay and support what you love most about @ ECUAlumni_Fndtn!
ecok.edu/givingtuesday #GivingTuesday

I made a gift at ecok.edu/givingtuesday on ECU Giving Tuesday. Did you? Together we can make a huge difference. Can we count you in? #Giving2ECUDay

It's possible to make a difference in just one day. Join me in making a gift on ECU Giving Tuesday at ecok.edu/givingtuesday #Giving2ECUDay

24 hours. One challenge. Together, we can make a difference on ECU Giving Tuesday. Make your gift today at ecok.edu/givingtuesday #Giving2ECUDay #GivingTuesday

POST-EVENT SAMPLE

Thank you to everyone who made ECU Giving Tuesday a success. We proved that together we can make a great impact! ecok.edu/givingtuesday #Giving2ECUDay #GivingTuesday

ecok.edu/givingtuesday

Giving Tuesday

Social Media

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Facebook: Sample Posts

PRE-EVENT SAMPLE

On December 1, members of the East Central University community will join together on Giving Tuesday for an extraordinary giving campaign. Together – in just one day – we can make a huge impact for ECU students and reach our #Giving2ECUDay goal of 200 donors! Mark your calendar for December 1 and make your gift at ecok.edu/givingtuesday

DAY-OF-EVENT SAMPLES

Will you join me in supporting the students, faculty and staff that rely on your generosity? Support #Giving2ECUDay at ecok.edu/givingtuesday

I just made my gift on #Giving2ECUDay. East Central University is special to me because _____, and I want current students to have the same experience. Support what you love most about ECU by making your gift on Giving Tuesday at ecok.edu/givingtuesday #GivingTuesday

Show your Tiger Pride today on #Giving2ECUDay and help to change someone's life. I made my gift at ecok.edu/givingtuesday. Together, in only 24 hours, we can make a big impact. Will you join me? #GivingTuesday

POST-EVENT SAMPLE

Thank you to everyone who made #Giving2ECUDay a success! Your generosity provided valuable support for so many Wayne State people and programs.

Giving Tuesday

Social Media

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Instagram: Post idea

Post a selfie on Instagram — if you pose with ECU gear and swag, all the better! Use the campaign's official hashtags — #Giving2ECUDay and #GivingTuesday — and encourage others to support ECU Giving Tuesday at ecok.edu/givingtuesday (and to spread the word).

LinkedIn: Sample Updates

PRE-EVENT SAMPLE

On December 1, join me in supporting the ECU students, programs and community that rely on external support every day. Make your gift at ecok.edu/givingtuesday #Giving2ECUDay #GivingTuesday

DAY-OF-EVENT SAMPLES

I just made my gift on ECU Giving Tuesday! ECU is special to me because _____, and I want to help current students have the same experience. Join me, and make your gift today at ecok.edu/givingtuesday.
#Giving2ECUDay #GivingTuesday

Giving Tuesday

Sample Emails

**#GIVING
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November 24

Subject Line: ECU Giving Day: Together, we can!

Dear _____:

On December 1, the ECU community will come together on Giving Tuesday for an extraordinary event that impacts East Central University. The goal is simple: To inspire people to demonstrate their Tiger pride and provide essential funding for students and critical programs.

I am asking you to help by marking your calendar and making a gift at ecok.edu/givingtuesday on December 1.

Together, we can reach our goal of 200 donors and make an impact that will be felt by the students ECU educates, the communities ECU serves — and the faculty and staff members that dedicate their careers to improving ECU. Can we count you in?

December 1

Subject Line: Today is #Giving2ECUDay

Dear _____:

Today is ECU Giving Tuesday! Please join me and so many others—*today* — in supporting ECU students, faculty and staff. Visit ecok.edu/givingtuesday and make a gift that's meaningful to you. And join in the social media conversation throughout the day!

ECU played an important role in my life and continues to do so for thousands of students every year. Together, we can make an impact that will be felt for years to come. Thank you for joining me in this important effort!

ecok.edu/givingtuesday