



Naz Giving Day Ambassador Toolkit

Thank you for being a champion for Nazareth on April 17, 2018!

Here is your very own social media toolkit to show off your Nazareth pride and spread the word about Giving Day! Every #NazGivingDay post and email you share on Giving Day will contribute to the success of the day and help unlock an additional \$200,000 in challenge grants.

As an ambassador, we hope that we can count on you to:

- **Make your own gift on April 17**
A gift of any size will help create momentum and encourage your fellow Flyers! If you have already made a gift this year, thank you! By making an additional gift *of any size* on April 17, you can help us reach our goal of 750 gifts and help us unlock the \$200,000.
- **Share your excitement**
Whether it's a social post or a personal email, we are counting on you to help spread the word and make our #NazGivingDay count!
- **Make the Naz Giving Day website your new BFF**
Use your custom referral link (found on your personal ambassador page below the share buttons) or share from the email, Facebook, Twitter, or LinkedIn links on your personal ambassador page) to encourage others to make a gift and track your impact.

Throughout Naz Giving Day you will receive insider ambassador updates. Check in often to see posts from Golden Flyers far and wide!

Make sure to follow **Nazareth College** and **Nazareth College Athletics** on social media: Facebook ([Nazareth College](#) and [Nazareth College Athletics](#)), Twitter ([Nazareth College](#) and [Nazareth College Athletics](#)), Instagram ([Nazareth College](#) and [Nazareth College Athletics](#))

Questions? Call 585-389-2413 or email kmahone3@naz.edu.

Overview

Naz Giving Day will begin Tuesday, April 17, 2018 at midnight EST and will run until 11:59 p.m. EST.

During these 24 hours, the entire Nazareth family will come together to show their support for a place that spreads so much good throughout our communities. Funding raised throughout #NazGivingDay will help provide opportunities for students to continue to do good and give back.

Communication and Timeframe

Pre-Giving Day Phase 1: Now - April 3

- Recruit your friends, family members, and co-workers who love Naz to become ambassadors, too. Have them sign up at givingday.naz.edu.
- Remind followers to save the date.
- Rally followers by letting them know this is the launch of Nazareth's first-ever Giving Day.

Pre-Giving Day Phase 2: April 3 - April 17

- Use hashtag #NazGivingDay on social media as much as possible.
- **After April 3**, change your social media profile and cover photo(s) to the Naz Giving Day graphics designed for your social media platform(s). See below or visit the [Naz Giving Day ambassador site](#).

Giving Day: April 17

- Make your gift at givingday.naz.edu and then share on social (see badge below).
- Post an early reminder about giving day: "Today's the day! Do good & give back!" Use a social post image from givingday.naz.edu or see below. Be sure to **share the website url: givingday.naz.edu**.
- Use **#NazGivingDay** to make sure your posts get seen, join the movement, and keep us trending all day long!
- Freestyle and customize the language to make each post your own!
- Re-post, re-tweet, and share posts from the College and other Golden Flyer friends throughout the day.
- Like, comment, and tag your friends in any and all #NazGivingDay posts!

Psst: keep the toolkit and social posts under wraps until April 3. This will help us keep it fresh and the momentum going strong!

Sample Social Media Posts

Pre-Giving Day: Now - April 16: Facebook/Twitter/Instagram

- #NazGivingDay is just x days away! Have you marked your calendar to join the movement and support Golden Flyers for years to come?
- 4/17 is #NazGivingDay. How are you going to support future #GoldenFlyers?

Night before Giving Day: April 16: Facebook/Twitter/Instagram

- #NazGivingDay is tomorrow! Check back for details on challenges, contests, and more! (link to giving day site)

Day of Giving: April 17: Facebook/Twitter/Instagram

- Today's the day! Do good and give back: givingday.naz.edu
- I just rocked #NazGivingDay, giving back to the place that helped me learn to take flight and ensuring that same spark for future #GoldenFlyers to come! Visit the giving day page and make your gift count!

Sample Email Messages

Pre-Giving Day: Now - April 16

Subject Line: Help us launch our first-ever Naz Giving Day!

On April 17, Nazareth College will hold its first-ever Naz Giving Day, a 24-hour online fundraising event during which the entire Nazareth community will come together to show their support and Naz pride.

Visit givingday.naz.edu to learn more and to register to become an ambassador like me! You can then encourage others to join you in doing good and giving back to Naz!

Giving Day: April 17

Subject Line: Today is the day ... Naz Giving Day is here!

Nazareth's first-ever Giving Day has started! Please join me and the rest of the Nazareth community by making a gift! Visit givingday.naz.edu to do good and give back. Be a part of the social media conversation by following #NazGivingDay to see updates, challenges, and matches.

Thank you in advance for joining me on this special day!

Social Media Posts





Image for Facebook:



Image for Facebook Cover:



Image for Twitter:



Image for Instagram:

NAZ
giving
DAY



April 17, 2018
#NazGivingDay