

AMBASSADOR TOOLKIT



givingday.vt.edu



GIVING DAY 2021



Giving Day is a 24-hour giving event that brings together Hokies from all around the world to support their favorite Virginia Tech colleges, departments, programs, organizations, and teams.

It doesn't take big money to have a big impact at Virginia Tech; gifts of all sizes make a difference for your fellow Hokies and support the many ways our university has a positive impact on our students, our community, and the world.





THE BASICS

WHEN: FEBRUARY 24 – 25, NOON TO NOON

WHERE: GIVINGDAY.VT.EDU

HASHTAG: #VTGIVINGDAY

AMBASSADOR


Ambassadors help spread the word about Giving Day to alumni, family and friends!

CHALLENGE


Challenges are what make Giving Day unique and fun! Challenges help your gift make an even bigger impact on Giving Day by unlocking bonus funds as units hit donor goals!

LEADERBOARD

Leaderboards show where units rank in unique number of donors compared to other units! As donors make their gift units climb in the leaderboards and can win bonus funds!



[Check out the challenges and leaderboards happening throughout the day here!](#)





WELCOME

Thank you for being a part of #VTGivingDay!

Making a difference has never been easier than it is on Giving Day. A few minutes and few dollars is all it takes to have a positive impact on your fellow Hokies.

We only have 24 hours to reach as many Hokies as we can. To reach our goal, we need your help!

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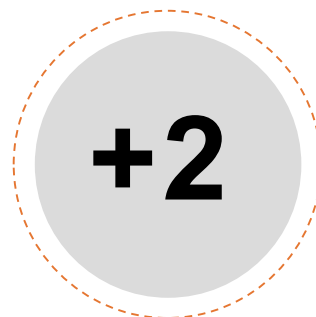
FIRST THING'S FIRST



RSVP TO OUR FACEBOOK EVENT

The quickest way to get updates!

[Click here to RSVP!](#)



YOU + 2

Being an ambassador is as easy as You + 2!

Make a gift through your unique link and encourage two others to make a gift and you'll win some Hokie swag!



FOLLOW VIRGINIA TECH ONLINE

Make sure you're following the fun on the Virginia Tech social media page!

 [@VirginiaTech](#)

 [@Virginia_Tech](#)

 [@Virginia.Tech](#)



Ambassador

Virginia Tech Giving Day 2021

02/24/2021 12:00 PM EST - 02/25/2021 12:00 PM EST

Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:

 Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.

f

t

in

Here's your actual referral link to do with as you please:

https://givingday.vt.edu/giving-day/32354?utm_source=scalefundr

Referred Page: Virginia Tech Giving Day 2021

Change Short URL: 

<https://givingday.vt.edu/amb/>

Save

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook 0

LinkedIn 0

Twitter 0

GETTING STARTED

Once you've signed up, you'll receive access to our ambassador portal. Use it to track your personal progress throughout the campaign. At the top of the dashboard you will find training videos. The portal also contains your unique giving link — be sure to use your link and #VTGivingDay each time you email or post, to make sure you get credit for your hard work! The easiest way to make sure you're credited is to create your emails and posts straight from the portal.

THE DASHBOARD

Be sure to set your referred page. This will direct others to the page of the area you are supporting.

Here's your actual referral link to do with as you please:

https://givingday.vt.edu/giving-day/32354?utm_source=scalefundr

Referred Page:

or

<https://givingday.vt.edu/amb/hokie2013>

You can customize your unique link here!

Change Short URL: ?

<https://givingday.vt.edu/amb/>

Save

「
YOU +2
Ambassador
Challenge

1. Make a gift using your link.
2. Encourage two other people to make a gift using your link.
3. Win Giving Day swag!

Suggested Social Media Posts

Sample Social Posts: Building Excitement - Feb 9 to Feb 23

- Giving Day is a unique opportunity for your gift to (unit) to go further and do more good. Together, we can do more to support the students and faculty of (unit) than any of us can do alone. Gifts of all sizes add up to a huge impact — be part of something big by showing your support on Giving Day! (insert ambassador link)
- On Giving Day, you choose where your gift can do the most good. Find the (unit) you love the most and work together with fellow Hokies to give, win challenges, and build excitement. (insert ambassador link)
- Supporting (unit) on Giving Day means supporting your fellow Hokies. From life-changing scholarships to groundbreaking research, big things are possible when we work together. (insert ambassador link)

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Make sure to include your personal giving link and the #VTGivingDay hashtag in every post!

Suggested Social Media Posts

Giving Day - Feb 24 & 25

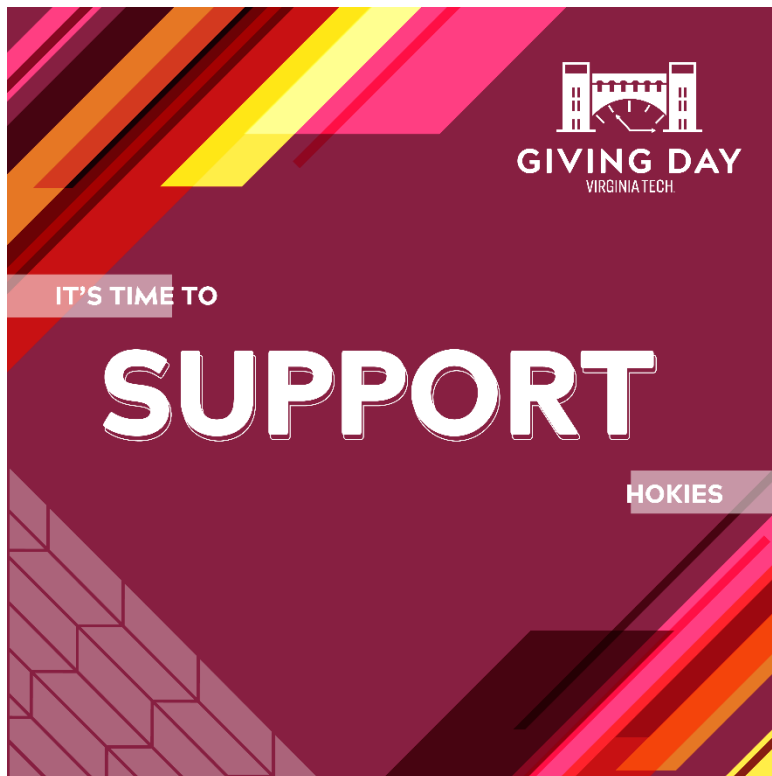
- Noon Feb 24: And we're off! Giving Day is officially underway — I made my gift to (unit). Will you join me in making a difference for fellow Hokies? (insert ambassador link)
- I gave to (unit) because (personal story). Will you join me in supporting our Hokies? (insert ambassador link)
- Morning Feb 25: Giving Day isn't over yet! There are just a few hours left until noon. Will you take a minute now and chip in to help us reach \$X,000 for (unit)? (insert ambassador link)
- 11am Feb 25: Giving Day ends in less than an hour. X of your fellow Hokies have given since noon yesterday to support (unit). Will you join me in making a difference for our students? (insert ambassador link)

#

Make sure to include your personal giving link and the #VTGivingDay hashtag in every post!

Social Media Post & Logo

Visit your ambassador portal to download the images below:





SUGGESTED EMAILS

LAUNCH DAY, FEBRUARY 24

Subject Line: Giving Day is Here!

Dear [HOW YOU REFER TO THIS PERSON],

Today is Virginia Tech's annual Giving Day, and I don't want you to miss out in supporting [GIVING AREA YOU'RE PASSIONATE ABOUT]! [EXPLAIN WHY GIVING TO THIS AREA IS IMPORTANT TO YOU.]

How much more can we accomplish together? Would you join the rest of Hokie Nation to support the future of Virginia Tech?

Make a Gift
[INSERT AMBASSADOR LINK TO GIVING PAGE]

Thank you for allowing me to share updates with you this past month, and for your consideration to support this project!

All the best,
[YOUR NAME]



SUGGESTED EMAILS

ALMOST THERE, FEBRUARY 25

Subject Line: The last stretch!

Dear [HOW YOU REFER TO THIS PERSON],

There is still time to make a gift on Virginia Tech's Giving Day! I am so excited to share that university supporters have given \$XXXX so far, but it's not too late to make your impact.

Don't miss out! Join the rest of Hokie Nation to support the future of Virginia Tech.

Make a Gift
[INSERT AMBASSADOR LINK HERE]

All the best,
[YOUR NAME]



THANK YOU

Thank you for being a part of #VTGivingDay!

As a #VTGivingDay Ambassador, you help your friends and former classmates stay in touch with Virginia Tech and help get the word out about Giving Day.

We know that people are most likely to make a gift when asked by a peer or friend. Your participation makes a huge difference!



Have questions?
Email us at givingday@vt.edu!

