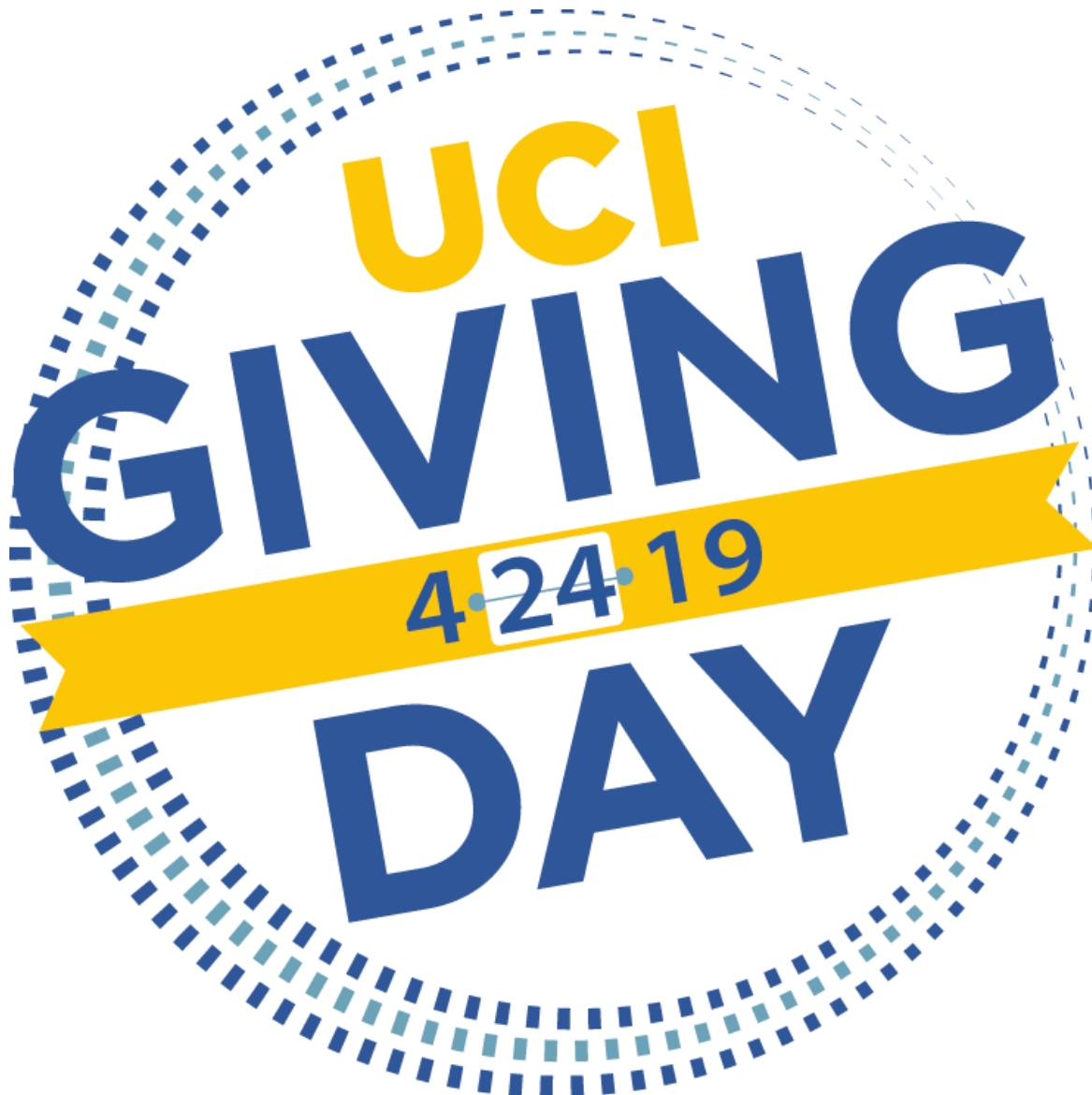


AMBASSADOR HANDBOOK

Giving Day is Wednesday, April 24, 2019. Gifts made between 5 PM on 4/23/19 and 11:59 PM on 4/24/19 through givingday.uci.edu or Giving Day pledge forms will count toward Giving Day.



THE BASICS

WHAT IS GIVING DAY?

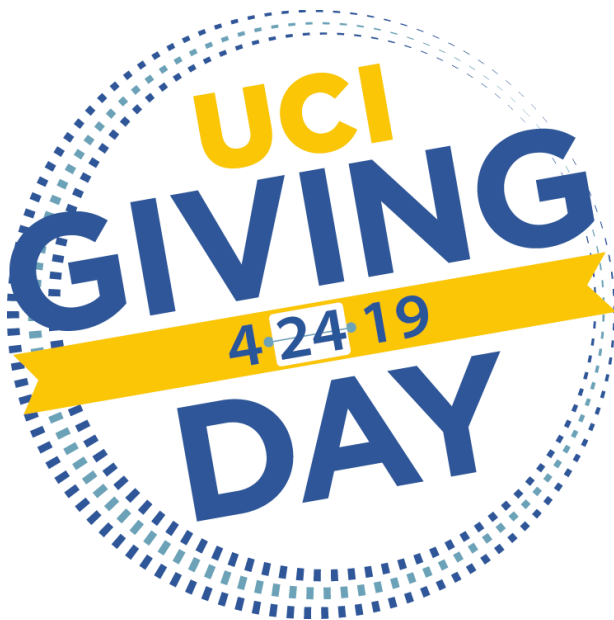
Giving Day is a 24-hour online giving campaign. The goal of UCI's Giving Day is to bring the UCI community together and celebrate the Anteater spirit, all while garnering financial support for academic programs, student resources and research.

HOW ARE GIFTS MADE?

Donors will make gifts through our special Giving Day website: <https://givingday.uci.edu/>. The Giving Day website will track gifts in real time so that everyone can see the progress of giving for each of the schools/units and various projects as well as updates for matches and challenges throughout the actual 31-hour giving period (campaigns launch at 5 PM on April 23). Gifts made by other methods on Giving Day (by phone or mail) will count toward the day's totals, but only gifts made online at <https://givingday.uci.edu/> count toward matching funds and challenges.

WHAT DOES AN AMBASSADOR DO?

As an Ambassador, you will actively advocate for your Giving Day campaign. You will help build excitement on social media and amongst your Anteater friends leading up to April 24. On Giving Day, you will post Giving Day messages on social media and will encourage others to participate and support your campaign. Additionally, you will like and comment on any UCI Giving Day content you come across on Facebook, Twitter, and/or Instagram.



WHY ARE AMBASSADORS IMPORTANT?

Peer-to-peer outreach is critical for any successful Giving Day! While UCI has a strong and unified institutional message for Giving Day, you have the ability to connect personally with your fellow Anteaters and encourage them to support your campaign.

People are most likely to make a gift when asked by a peer or friend, so your participation makes a huge difference!

BECOME AN AMBASSADOR

CREATE YOUR AMBASSADOR ACCOUNT

You will receive an email from your campaign lead (via ScaleFunder) that prompts you to create an Ambassador account on the Giving Day platform. After you've set up your account, you can access your online Ambassador page by going to <https://givingday.uci.edu/>, where you will log in under the Ambassadors link on the top right of the home page.

Welcome, Sydney!

You have been invited as an Ambassador for Giving Day at UC Irvine's Giving Day platform, powered by ScaleFunder.

Once you have signed up, you can track your impact on the project by sharing your custom referral link.

Thank You,

UC Irvine ScaleFunder Team

Create Account

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Your Account
Sydney Test

- Profile
- Ambassador
- Test Giving Day
- Sign Out

Ambassador

Test Giving Day

02/05/2019 11:00 AM PST - 03/15/2019 10:05 AM PDT




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.



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

<https://givingday.uci.edu/giving-day/>

Referred Page: Test Giving Day

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook	0
LinkedIn	0
Twitter	0

USE YOUR AMBASSADOR ACCOUNT

From your Ambassador account, you can easily send out messages by email, Facebook, Twitter and LinkedIn – all of which will include your unique link. Using your link will give you the ability to track your personal impact in driving support throughout the campaign.

The more you post on Giving Day, the more credit you will receive!

If you are an Ambassador for multiple campaigns, be sure to change your “referred” page to reflect the campaign you are posting or emailing about so that people are directed to the correct campaign page.

CLICK HERE FOR A VIDEO TUTORIAL

Video created by ScaleFunder, the company that hosts UCI's Giving Day webpages

BE SOCIAL!

Social media plays an important role in raising awareness around UCI Giving Day. It's a great way to get fellow Anteaters excited about supporting UCI and the programs they care the most about. Consider the following content options:

VIDEOS

Ex: A short video in which you explain how much UCI means to you

LIVE VIDEOS

Ex: A live stream of you and your friends watching the last gifts come in as the clock runs out

GRAPHICS + IMAGES

Ex: Photos related to your Giving Day campaign, the Giving Day logo, profile photo filters, I GAVE stickers, memes

LINKS

Ex: To givingday.uci.edu or a unique UCI Giving Day campaign page

DISCUSSIONS

Ex: Engaging questions related to UCI, polling your followers, prompts for commentary

CLICK FOR CONTENT!

While there many options available to you to get the word out about your Giving Day campaign, we recommend focusing your efforts on Facebook, Twitter and Instagram.

Facebook is the #1 referring website for giving day sites (outside of direct links from emails).

PERSONAL OUTREACH

CHANNELS FOR PERSONAL OUTREACH

In addition to posting on social media, you may consider reaching out to Anteater friends and family via:

- » Email
- » Personal Conversation
- » Facebook Messenger
- » Texting/WhatsApp

TEXTING/FACEBOOK MESSENGER SAMPLE MESSAGES

Hey there! Today is UCI Giving Day! As an official UCI Giving Day Ambassador, I'm trying to get folks to support <<CAMPAIGN>>. Here's the link: <<LINK>> I'd love it if you could help us reach our goals by making a gift!

Consider including an image.



EMAIL SAMPLE MESSAGE

Week Before Giving Day

Hello <<NAME>>,

Next week, Wednesday, April 24, is Giving Day!

I'm emailing because I'm so excited about a campaign that I'm helping out with,

<<CAMPAIGN>>, and I'm hoping you'll join me

in supporting it! Funds raised on Giving Day will go to support <<APPLICABLE INFO FOR CAMPAIGN>>.

Anything you can contribute is appreciated! Here's the giving link in anticipation of next week. If you know anyone who might also be interested in participating, please spread the word! <<Add link>>

Day of Giving Day

Hello <<NAME>>,

I hope you're doing well! I'm reaching out because today is UCI Giving Day and we're trying to reach

2,400 gifts in 24 hours! I've already made my gift to support <<CAMPAIGN>>. I'm hoping you'll join

me in supporting what you love at UCI too. Any amount you contribute is appreciated – this day is all

about collective support and participation! In fact, we have <<MATCH/CHALLENGE INFO>>. Here's the giving link: <<LINK>> UCI Giving Day ends at 11:59pm tonight!

THINGS TO KEEP IN MIND

TONE/STYLE

We want our Anteater community to view Giving Day as a fun event that benefits everyone. Let your own enthusiasm and personality shine through and encourage your social media followers and fellow Anteaters to band together and support UCI. If you are using a personal outreach method, keep in mind that your tone will likely differ depending on the person you are emailing or messaging. You will want to revise your text accordingly.

FREQUENCY

As long as your communications have unique intention and quality behind them, you can post as often as you like. Great times to post include:

- » When your campaign launches and when it's close to ending
- » When your campaign needs a boost in participation
- » When notable milestones are met (e.g., \$5,000 raised!)
- » When your campaign is close to completing a giving challenge or match
- » When your campaign has achieved a goal or completed a giving challenge

FOCUS

Consider the message you are trying to convey and include important supporting content. For example, when you are encouraging people to donate, you will want to make sure that you include the campaign link and explain why you're hoping they will contribute a gift.

Always include the hashtag #UCIGivingDay in your social media posts.

ANGLE

Assess to whom your social media posts are intended to appeal to and try to share something that will inspire action. For example, if your campaign is utilizing a leader board, build your message from a competitive angle, and encourage participation so that your school or unit can come out on top.

THEME

When everybody gives, we all gain

HASHTAG

#UCIGivingDay

GOAL

2,400 gifts in 24 hours!
(1,000 alumni donors)

AMBASSADOR TO-DO LIST

WE APPRECIATE YOUR EFFORTS!

Anything you can do to spread the word about UCI Giving Day is very much appreciated! Below, we've outlined some things you can do leading up to Giving Day and on the day of to help us have our most successful Giving Day yet!

BEFORE GIVING DAY

- ☐ Sign up for an Ambassador account
- ☐ Follow or like your school's or unit's social media pages
- ☐ Like the main UCI Giving Day Facebook Page: <https://www.facebook.com/UCIGiving/>
- ☐ Like the main UCI Facebook Page: <https://www.facebook.com/UCIrvine/>
- ☐ Email, text, or FB message your personal contacts about Giving Day
- ☐ Post on social media with a save-the-date message the week before April 24
- ☐ When your campaign goes live around 5 PM on April 23, make your gift

ON GIVING DAY

- ☐ Post a "Today is the day!" message on social media, include your unique Ambassador link
- ☐ Email, text or FB message your personal contacts with a "Today is the day!" message
- ☐ Like and comment on Giving Day content from your school's or unit's social media pages
- ☐ Share a mid-day progress report on social media about dollars raised and number of gifts
- ☐ Like and comment on Giving Day content on the main UCI Giving Day and UCI Facebook pages
- ☐ Post a count-down message with your unique Ambassador link
- ☐ Celebrate when we reach our goal!!!

THANK YOU FOR BEING A UCI
GIVING DAY AMBSSADOR!

