

**TOOLKIT**

# GIVING TUESDAY

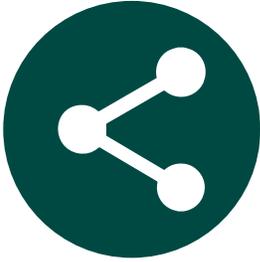


**Wilmington  
College**

# THANK YOU!

Thank you for your interest in becoming an **advocate** for Wilmington College during #GivingTuesday on November 27, 2018. As an advocate, spreading the word and encouraging others are key ingredients of success. This year we will be using a platform called **GiveCampus**. GiveCampus gives you the ability to:

**Share with your network.**



Each campaign has links for you to share via email and on social media.

**LEARN MORE** ➤

**Make a personal plea.**



On GiveCampus, you can add your own personal video to a campaign.

**LEARN MORE** ➤

**Offer a matching donation.**

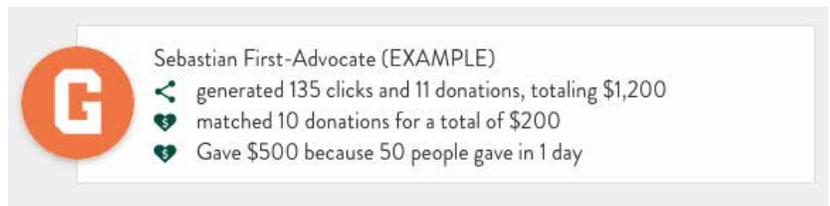


You can motivate others by promising to make their donations go even further.

**LEARN MORE** ➤

## Quantifying your impact.

If you log in to Advocate, you'll receive unique links to share and we'll count how many clicks to a campaign you generate, how many of those clicks lead to donations, and the sum of those donations. We also show how Personal Pleas and Matching Donations are helping a campaign.



## Upping the ante with your network.

A friendly "challenge" is a great way to capture someone's attention. When you share our #GivingTuesday campaign, make a Plea, or offer a Match, don't just share it with everyone you know and hope for the best – tailor it to a specific group of friends, roommates, teammates, classmates, or peers. Tag them in your Facebook post, send them a personal email, or mention their name in your Plea video. Challenge them to participate in a meaningful effort and join you in supporting the cause.

## Rewarding your efforts.

Wilmington College will be offering rewards for our top Advocates! Look for details in the Incentives section of the campaign page.

**Donations are tax deductible,  
and Wilmington College receives 100% of your gift.**

# 1 SIGN UP

1. Go to [www.givecampus.com](http://www.givecampus.com)
2. Click on the **LOGIN** button top right of the screen
3. Two choices, select **SIGN UP**.

*It's important to know that simply signing up for a user account won't make you become an Advocate – to become an Advocate, you must take active steps to inspire others to make gifts.*

You receive an enhanced experience when you sign up or log in. GiveCampus customizes everything you see based on where you went to school and who you went to school with. And if you sign up or log in with your Facebook account, GiveCampus connects you with your Facebook friends so that you can see what they're up to and work together in support of higher education.

# 2 BECOME AN ADVOCATE

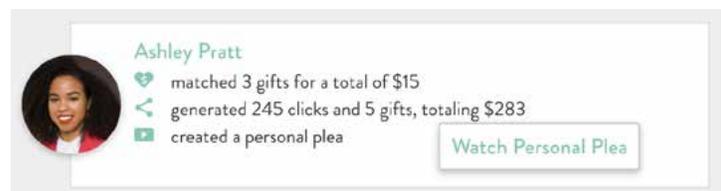
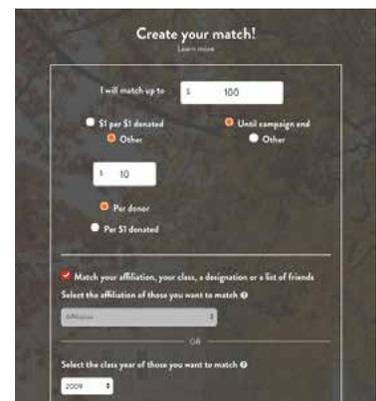
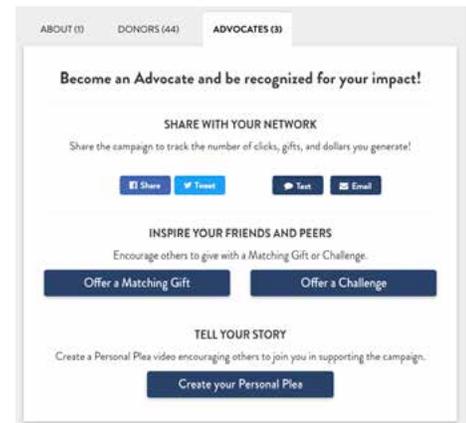
Make your impact at Wilmington College by encouraging your classmates, family, and friends to support WC on **#GivingTuesday**. GiveCampus helps connect donors to their peers to making giving to and getting involved with a campaign more meaningful. With the Advocate features on GiveCampus, spreading the word about **WC Giving Tuesday 2018** is easy, fun, and rewarding. You can help other donors' gifts go further, add your own story to the campaign, and even track how many clicks, gifts, and dollars your outreach is driving in real time.

The first step to becoming an Advocate is to sign up for a GiveCampus user account.

Visit [givecampus.com](http://givecampus.com) and click 'Sign Up' in the top right of the page. Once you're signed up for and logged into your GiveCampus user account, you can become an Advocate for **WC Giving Tuesday 2018** by taking one, or better yet, all, of the following steps:

**1. Consider your own gift!** Great advocates lead by example and you can leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. Offering a Challenge means that you'll give a gift only if the campaign receives a certain number of donors or dollars after you set up the Challenge. Challenges cannot be restricted to specific donor groups.

**2. Create a Personal Plea!** A Personal Plea is a quick video in which you tell the Wilmington College community why you're excited about the campaign, and why others should get involved. Shooting a short "un-selfie" video on your cell phone is all you need to do to add your story to the campaign! After recording your video, head to the Advocates tab on the campaign page to upload your Personal Plea.



**3. Share the campaign link!** The built-in sharing buttons (*located underneath the campaign video and on the Advocates tab*) generate a campaign link that is unique to you. When you use these buttons to share the campaign link while logged into your GiveCampus user account, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to blast your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer-to-peer asks. Share early and share often!



## 3 STAY IN CONTACT!

We appreciate your support of Wilmington College on #GivingTuesday and we will be here to support you! Should you encounter any issues or have any questions throughout the day, please feel free to contact a member of our team.



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