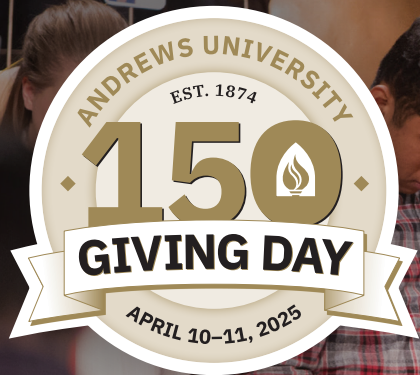




Giving Day Ambassador Kit

ANDREWS UNIVERSITY



THANK YOU

...for signing up to be an ambassador for Andrews University's Giving Day! In this toolkit, you'll find resources to help you spread the word to your friends and followers on social media.

WHAT IS GIVING DAY?

Giving Day is a fundraising event that encourages Andrews University alumni, students, parents, employees, and friends to come together in support of the university and its students.

With more than 20 departmental projects to choose from, there is something for everyone to connect with and support!

WHEN IS GIVING DAY?

Giving Day begins on **Thursday, April 10, 2025, at 12 a.m. EST** and concludes on **Friday, April 11, 2025, at sunset**.

HOW CAN I GET INVOLVED?

You can call, text, email, mail, or post on social media. We make spreading the word easy by providing resources you can use when communicating with your network.

HOW TO USE TEXT

Follow this schedule:

10 DAYS BEFORE–1 DAY BEFORE (APRIL 1–9)

Send one text every two to three days

GIVING DAY (APRIL 10)

Send one text two to three times per day

GIVING DAY (APRIL 11)

Send one text in the morning and two to three texts in the afternoon before sunset.

POST-GIVING DAY (APRIL 13–14)

Send one thank-you text.

Sample Texts

Be creative and professional! Text messages should generally include the following information:

EVENT DATES: APRIL 10–11

EVENT URL: andrews.edu/givingday

DEPARTMENT SPOTLIGHT: Introduce your department and the project you support.



HOW TO USE LETTER AND EMAIL TEMPLATES

CUSTOMIZE THE TEMPLATES

Personalize the templates—use the provided instructions for help. Highlight why Giving Day matters to you and how it will benefit students or projects.

STUDENTS

Send your letters and emails to your personal network, including family, neighbors, church community, and friends.

DEPARTMENT AMBASSADORS

Reach out to your professional network, alumni, and supporters of your department or project.

Mention the Giving Day date and link to donate: andrews.edu/givingday.

WHEN TO SEND

LETTERS

Mail letters 4-6 weeks before Giving Day to ensure they arrive on time.

EMAILS

Follow this schedule:

Two weeks before

Send your first email introducing Giving Day.

One weeks before

Share your project and donor goal.

Day before Giving Day

Send messages to inspire giving.

Day of Giving Day

Send reminders to inspire last-minute gifts.

HOW TO FOLLOW UP

After Giving Day, thank your network for their support and share the impact their gifts made. Use the “After Giving Day” sample content as inspiration.

1. **Tips for Success:**

- Use clear and friendly language.
- Include the **#AUGivingDay** hashtag in emails to connect your outreach to the broader campaign.
- Pair letters and emails with social media posts for maximum impact.

2. **Need Help?**

If you have questions or need assistance customizing your templates, contact the Giving Day team at givingday@andrews.edu or +1 (269) 471-3124.



GIVING DAY SOCIAL MEDIA SHARING TIPS

THEME:

**Andrews University
Giving Day 2025**

OFFICIAL HASHTAG:

#AUGivingDay

Use this hashtag in all your Giving Day social media posts so you're tied into the conversation, and we can share your love for Andrews with others. Don't forget to also tag Andrews University!

GIVING DAY WEBSITE:

andrews.edu/givingday

You'll find more information about Giving Day and other resources for spreading the word.

AU SOCIAL MEDIA

Check the Andrews social media channels for updates leading up to and during Giving Day.

Facebook:

facebook.com/andrewsuniversity

Instagram:

@andrews_university

LinkedIn:

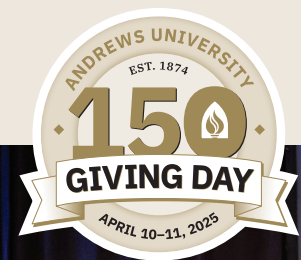
linkedin.com/school/andrews-university

TikTok:

@andrews.university

X.com (Twitter):

@AndrewsUniv



SUGGESTED POSTING TIMELINE

Make sure your posts:

- Include our event website—andrews.edu/givingday
- Include hashtag #AUGivingDay
- Have Andrews University tagged

TWO WEEKS UNTIL GIVING DAY

Share Giving Day

ONE WEEK UNTIL GIVING DAY

Share the specific project and donor goal you are working toward.

2–3 DAYS UNTIL GIVING DAY

Remind your friends and followers that Giving Day is just around the corner! Tell them about the reason you're planning to support specific departments or projects.

BEGINNING OF GIVING DAY

Giving Day begins at midnight on April 10. Share pictures and videos of events on campus, or post why you support your academic area or department.

DURING GIVING DAY

Encourage your friends and family to join you in supporting your favorite area on campus. Hype up your donor goal and share andrews.edu/givingday

END OF GIVING DAY

Giving Day will wrap up at sunset on April 11. Help us celebrate and thank supporters!



SAMPLE POSTS

These are samples. Put them into your own words or write your own!

FACEBOOK

Before Giving Day begins:

Andrews University is celebrating Giving Day on April 10!

It's a chance to make a difference. Be part of history! Save the date—April 10! Let's celebrate and give back together.

Thank you for being a part of the Andrews University family.

#AUGivingDay

During Giving Day:

Today is Andrews University Giving Day! This day is an opportunity to give back to Andrews students. Every gift counts, no matter the size. andrews.edu/givingday #AUGivingDay

I just made a gift to [DEPT./SCHOOL/PROGRAM] for Giving Day at Andrews! This department is important to me because [YOUR REASON HERE]. Show some love during Giving Day and make a gift today. Every gift counts, no matter the size. andrews.edu/givingday #AUGivingDay

After Giving Day:

Did you see our Giving Day updates yesterday? It was quite a day! You all donated [amount] to [supported group]—that means [impact statement]! Thank you so much for supporting Andrews University students! #AUGivingDay

INSTAGRAM

Before Giving Day begins:

Giving Day is back on April 10! I plan to support @andrews_university [DEPT./SCHOOL/PROGRAM].

Link to donate: andrews.edu/givingday #AUGivingDay



SAMPLE POSTS *continued*

During Giving Day:

Andrews University Giving Day has officially kicked off! Join me in support of Andrews students. Every gift counts, no matter the size. andrews.edu/givingday #AUGivingDay

I just donated toward Giving Day at Andrews! It feels good. Every gift counts. #AUGivingDay

After Giving Day:

Did you see our Giving Day updates yesterday? It was quite a day! You all donated [amount] to [supported group]—that means [impact statement]! Thank you so much for supporting us!

Twitter

Before

Andrews University's Giving Day is just around the corner. Mark your calendars for April 10. Let's make a difference together! ❤️ #AUGivingDay #SaveTheDate

📅 The countdown has begun! In [X days], Andrews University celebrates Giving Day to help students. Stay tuned for ways to get involved.

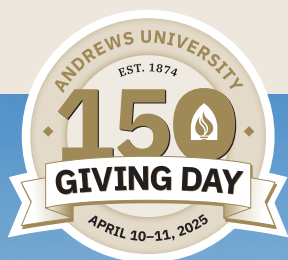
During

🌟 It's here! Today is Andrews University's Giving Day! Join me in giving to our students. Let's make a difference together. ❤️ #AUGivingDay

❤️ It's Giving Day at Andrews University, and I'm excited to be part of this incredible journey. Make your pledge today and support our students' dreams. #AUGivingDay

After

🌱 Giving Day may be over, but the impact of your gifts will continue to grow. We're grateful for each gift that will support our students and departments.





THANK YOU FOR YOUR SUPPORT

We wanted to extend a heartfelt thank you for your invaluable contribution as a Giving Day Ambassador. Your dedication to spreading the word about Andrews University's Giving Day is truly appreciated.

Thank you for making Giving Day 2025 a success!

Warm regards,
The Andrews University Giving Day Team

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