



CSUN
GIVING DAY
For a Brighter Tomorrow

March 1-2, 2023



AMBASSADOR HANDBOOK



What You Need To Know About
#CSUNGivingDay

- When:** March 1, 5 a.m. PST through March 2, 5 p.m. PST
- Where:** Online at givingday.csun.edu
- What:** 36 hours dedicated to changing Matador lives at CSUN. Exciting challenges and matches happening throughout the days!
- How:** Make a donation. Use [#CSUNGivingDay](#) and [#BrighterTomorrow](#) on social media to encourage others to give.
- Why:** Because together we can build a brighter future for CSUN students.

Questions? Contact:

Rachelle Yousuf | annualgiving@csun.edu | 818-677-2786



#CSUNGivingDay

Ambassador Checklist

- Sign up to be an Ambassador at givingday.csun.edu on the Ambassador tab.
- Set up your personal referral giving link on the Ambassador dashboard.
- Make a list of five people you can personally ask to donate.
- Post on Facebook, Instagram, and Twitter with the share buttons.
- Create an Instagram post or story. Add your personal referral giving link to bio.
- Send a text or email to the five people on your list and ask them to make a gift.
- Thank everyone who donates using your personal referral giving link!



STEP 1: Sign Up & Sign In

If you haven't already done so, sign up to be an official Ambassador at givingday.csun.edu, at the Ambassador tab in the top right corner. You will then receive a confirmation email. Don't forget that you'll need to open that email and confirm to complete your sign-up!

Once you've officially signed up, visit givingday.csun.edu and navigate to the **Ambassadors tab** and click **Sign in here!** on the right to log in to your Ambassador dashboard.

Become an Ambassador!

Sign up to increase your impact!

[Sign Up](#)

Already an Ambassador? [Sign in here!](#)

Or invite your friends to become one too!

[f](#) [t](#) [in](#)



STEP 2: Use Your Ambassador Dashboard

After you sign in, you can use your Ambassador dashboard to start getting the word out to your network. From your dashboard, you can:

- Track your progress and see how your outreach has influenced others to donate.
- Send emails from your dashboard directly to your networks.
- Share posts to your social media accounts.

Your Ambassador Referral Link

Your unique link points to the area you're supporting and tracks the gifts and interactions your outreach generates. Your dashboard will update to reflect when someone has clicked or given through your unique referral link. To create a custom referral link URL, use the **Change Short URL** function in your dashboard.

Share!

Once you've customized your Ambassador referral link, you're ready to share! Try sending an email or posting to social media by clicking the buttons on your dashboard.

Note: You will have to log in to your email and social media accounts to share directly from the dashboard.

If you prefer not to use the buttons on your dashboard to share, you can copy and paste your custom Ambassador referral link into your emails and social media posts to track the progress of your outreach!

In the following pages, you'll find sample social media posts, texts, and emails that you can use to share about CSUN Giving Day. And don't forget to thank your network for donating and supporting after Giving Day!



STEP 3: Show Your Matador Pride!

Follow CSUN on social media

 @csun_edu

 California State University, Northridge

 @csunorthridge

 California State University, Northridge

Make Your Gift

Make your gift using your own Ambassador link. Don't forget to share on social media after you've made your gift and tell your friends why you support CSUN!

Share During Matches & Challenges

There are opportunities throughout Giving Day to increase your impact by donating to special matches and challenges. Here's how you can rally your network to help:

- Share on social media, send emails or texts, or make phone calls to coordinate your fellow Matadors to give during a challenge.
- Tell your friends to share about CSUN Giving Day with their own networks, and encourage them to give during a donation match or challenge.

Check Your Email

We will be emailing you suggestions for easy ways to help your favorite area of CSUN succeed. Check your email to be sure you don't miss anything.

Do What Makes Sense for You

There are countless ways to be an amazing CSUN Ambassador. Do what makes sense for you, whether that's sharing on social media, sending emails or making phone calls.

Need Help?

If you have questions, please don't hesitate to contact us at annualgiving@csun.edu



SOCIAL MEDIA TEMPLATES

Social media can be a great fundraising tool, especially if you are short on contact information. It's even better utilized if you have a Facebook or messaging group to share your information.

Social Media Post Examples

Feel free to tweak these examples to promote your specific college fund! And don't forget to include your Ambassador referral link or use givingday.csun.edu.

BEFORE GIVING DAY: Facebook & Twitter

1. The first #CSUNGivingDay is coming up on March 1st and 2nd and we need your help! Donate a gift of any amount to help CSUN students have a brighter future.
2. During the upcoming #CSUNGivingDay, on March 1st and 2nd, you can take advantage of gift-matching challenges throughout the day to make an even greater impact. Join me and donate a gift of any size.

Instagram

1. #CSUNGivingDay is coming up! Your generous gifts can ensure the best resources are available for our students. Help students achieve their dreams by donating a gift of any amount on March 1st and March 2nd. Tap the link in bio to donate.
2. Mark your calendars; March 1st and March 2nd is #CSUNGivingDay. Join me in giving for a brighter future. Your gift of any amount will make a huge impact. Tap the link in bio to donate.



SOCIAL MEDIA TEMPLATES

(continued)

DURING GIVING DAY:

Facebook & Twitter

1. It's #GivingDay, [enter March 1st or March 2nd]! Contribute a gift amount of your choice to help ensure students have state-of-the-art labs, classrooms and more!
2. #CSUNGivingDay is here! Today is when alumni, faculty, staff and friends come together for 36 hours of Matador-powered giving. Please help us create a brighter tomorrow for all. Tap below to donate.
3. It's [Enter March 1st or 2nd] and #CSUNGivingDay is here! Help invest in our #Matadors for their higher education goals. Donate today!

Instagram:

1. I'm all in for #CSUNGivingDay today on [Enter March 1st or 2nd]. Join me and celebrate our love for #CSUN with a #CSUNGivingDay gift to help our students work toward their dreams. Your gift of any amount will help us create a brighter tomorrow. Tap the link in bio to donate.
2. Join us and make your #CSUNGivingDay gift on [Enter March 1st or 2nd]. Your kind-hearted gifts will help provide scholarships, state-of-the-art resources and help students achieve their dreams. A gift of any amount will make a huge impact. Tap the link in bio to donate.



TEXT MESSAGE TEMPLATES

Texting is a great option for quick, short messages to close friends and family, and creates instant, individualized engagement.

Example #1

Hi, **(insert name)**! I'm helping CSUN spread the word during Giving Day, and asking all my Matador friends to make a donation to a fund of their choice! Even \$5 can make a difference. Would you consider donating during Giving Day?

Sure! Can I get a link?

Thank you! Here's where you can donate: **(Your giving link)**

Example #2

Hi, **(insert name)**! CSUN Giving Day is today, and I'm helping CSUN fundraise for **(project area)**. Would you consider donating to help this program to make an impact on Matador students?

Yes. Just send me a link!

You are awesome! You can use this link to donate online: **(Your giving link)**



EMAIL TEMPLATES

Email fundraising is a low-cost way to support an online fundraising campaign with widespread reach, universal functionality, and individualized outreach.

BEFORE GIVING DAY:

Dear <Name>,
(Project/team/center) is taking part in #CSUNGivingDay, CSUN's global giving day, from March 1st to 2nd.

I'd love to for you to be a part of our success. We need your support to (insert a sentence about what donations will help do).

Help me spread the word by sharing, liking or posting on Facebook, Twitter or Instagram.

I hope you'll help out and make a gift too!

Give and share here: (project page link)

DURING GIVING DAY:

Hello <Name>,

I hope you are doing well! (Insert personal connection).

Exciting news! Today (project) is participating in #CSUNGivingDay – CSUN's global day of giving.

I am giving to (project) because (reason). Join me in supporting (project).

Give here: (project page link).

Can't give? Help me spread the word! Post about it on Facebook, Twitter, and Instagram and use #CSUNGivingDay and #BrighterTomorrow.



CSUN
GIVING DAY

For a Brighter Tomorrow • March 1-2, 2023



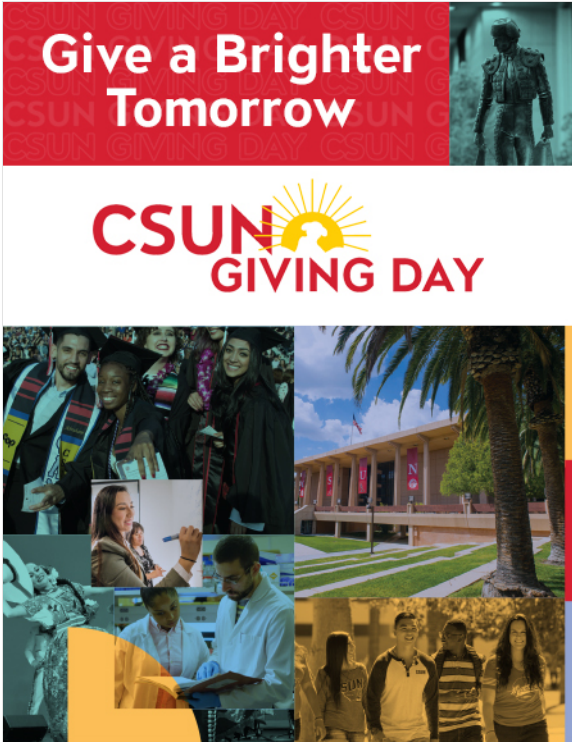
Giving Day 2023

Giving Day 2023 Website: <https://givingday.csun.edu/giving-day/59118>

Main Giving Day Video: <https://vimeo.com/799964358>

Post-Giving Day Thank You Video: <https://vimeo.com/805325725>

Day of Giving Email Template



[Give Now](#)

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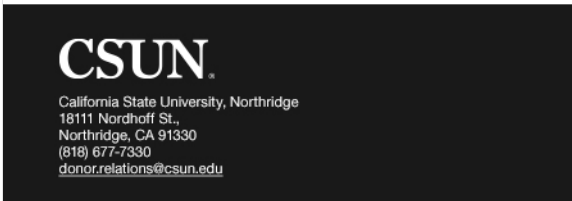
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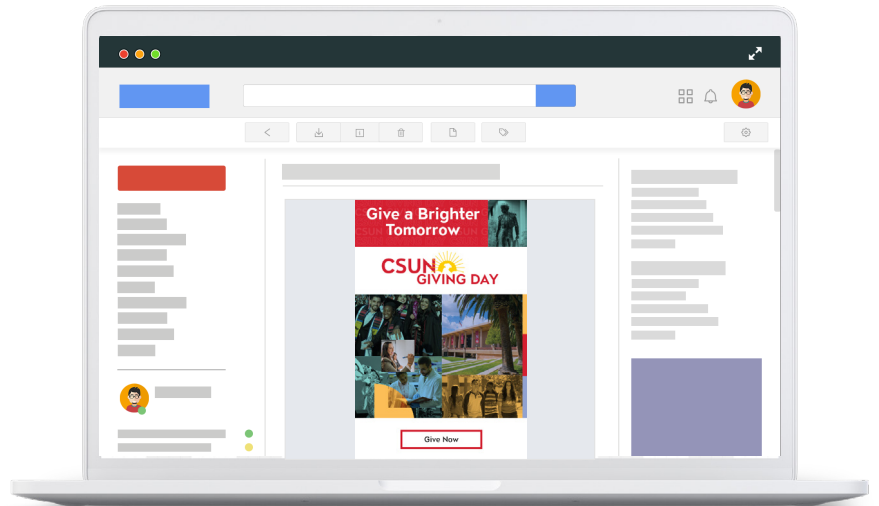
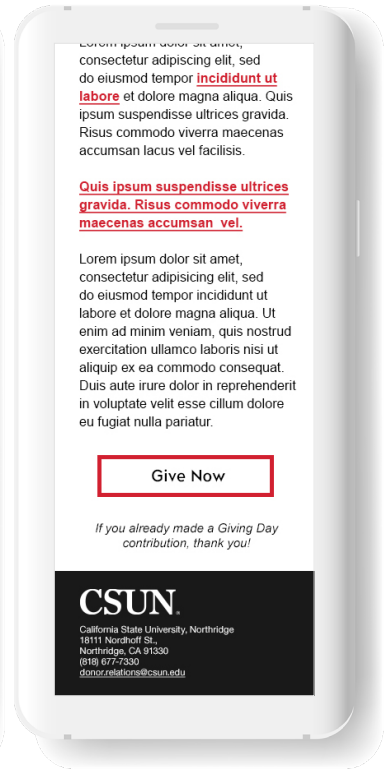
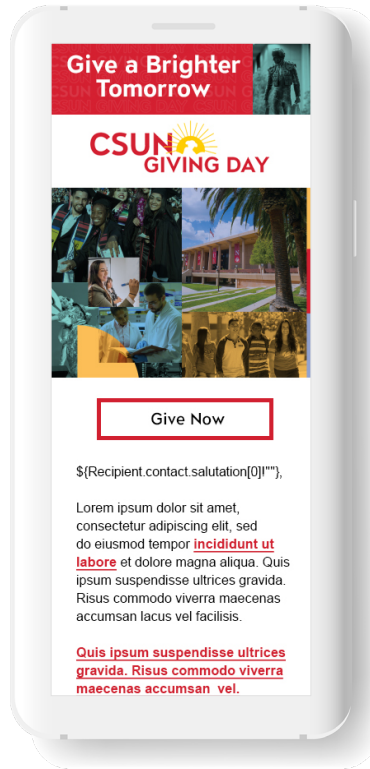
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[Give Now](#)

If you already made a Giving Day contribution, thank you!



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PreGiving Digital Boost Ads

300 x 250

CSUN  GIVING DAY

Giving Day March 1-2
Create a Brighter Tomorrow


[Learn More](#)

320 x 50


CSUN  GIVING DAY

Giving Day March 1-2
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160 x 600


CSUN GIVING DAY

Giving Day
March 1-2
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[Learn More](#)

300 x 600

CSUN  GIVING DAY

Giving Day March 1-2
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[Learn More](#)

728 x 90

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[Learn More](#)

Giving Day Digital Boost Ads

300 x 250

CSUN  GIVING DAY

It's Giving Day!
Create a Brighter Tomorrow


Give Now

320 x 50


CSUN  GIVING DAY

It's Giving Day!
Create a Brighter Tomorrow

160 x 600


CSUN GIVING DAY

It's Giving Day!
Create a Brighter Tomorrow



Give Now

300 x 600

CSUN  GIVING DAY

It's Giving Day!
Create a Brighter Tomorrow



Give Now

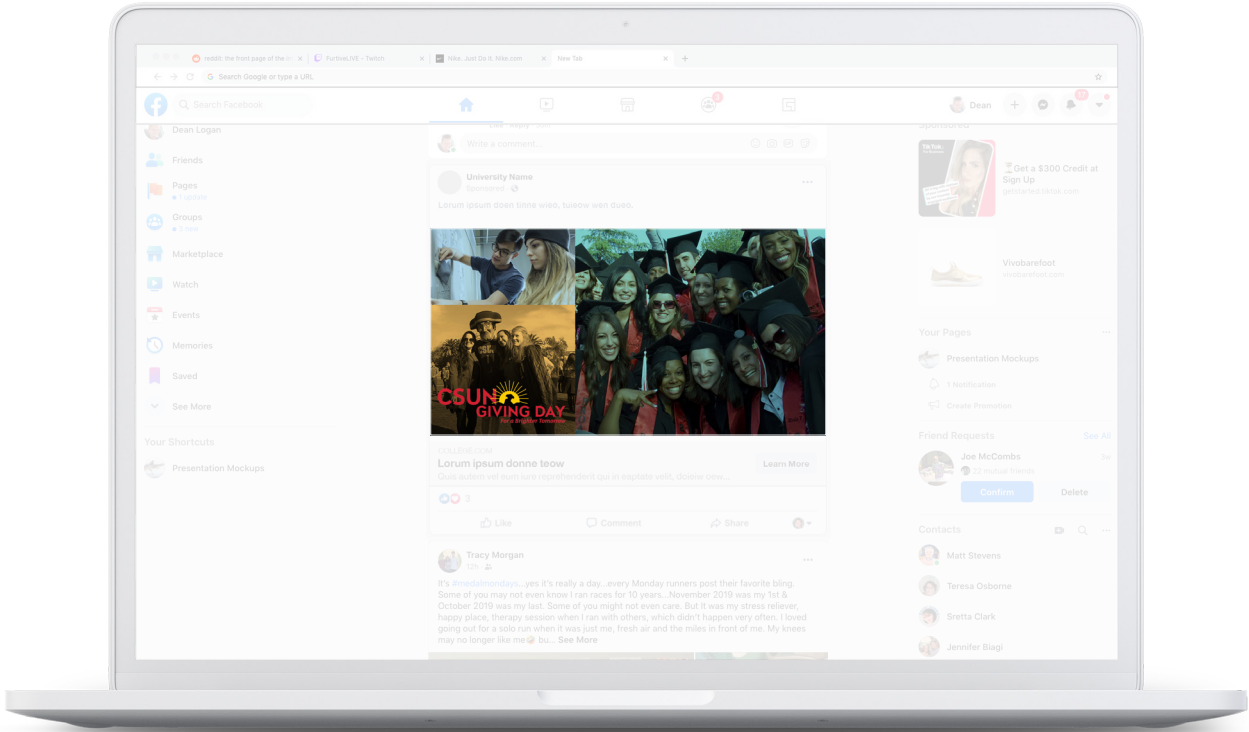
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CSUN  GIVING DAY

It's Giving Day!
Create a Brighter Tomorrow

Give Now

Social Marketing - Facebook - 1200 x 628 (16:9 Ratio) (PreGiving and Giving Day)



125 character limit
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Sponsored · 🌐
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including spaces

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💬 Comment

➦ Share



Social Marketing - Instagram - 1080 x 1080 (1:1 Ratio) (PreGiving and Giving Day)

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17,238 views

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Day of Giving Postcard - (Front)

Save The Date



CSUN
GIVING DAY
For a Brighter Tomorrow



Join us for Giving Day
on March 1 - 2

Day of Giving Postcard - (Back)



CSUN.

18111 Nordhoff St.
Northridge, CA 91330-8312

{Salutation},

Create a brighter tomorrow with a gift on Giving Day! Mark your calendar for March 1 & 2 — 36 hours for our entire community to celebrate and support the area of campus they hold closest to their heart.

Wherever your passion lies, your gift will directly impact the cause you care about most. Take advantage of gift-matching challenges throughout the day to make an even greater impact.

Don't forget to share why you support CSUN on social media using **#BrighterTomorrow**.



{Mail_Name}
{Address1}
{Address2}
{Address3}
{City} {State} {ZIP}

Visit givingday.csun.edu starting Feb. 20 to learn more, sign up to become an ambassador, view challenges and make your gift.