



WHAT STARTS HERE 

Ambassador Toolkit

>> April 12–13



Thank you for being a special part of 40 Hours for the Forty Acres!

40 for Forty is The University of Texas at Austin's biannual, Texas-sized, university-wide day of giving. During 40 for Forty, alumni, students, faculty, friends, parents and staff come together to give back to the UT people, places and pursuits that mean the most to them.

Ambassadors like you get the word out about 40 for Forty by asking your network to support the participating group you care about most! People are most likely to give when asked by a peer or friend, so your participation makes a **huge** difference. During the last campaign, ambassadors raised **nearly half** of all gifts!

What starts here changes the world — and that starts with you. Thank you for being a 40 for Forty ambassador!

Looking for ...

- > [How to customize your ambassador link?](#)
- > [The match and challenge schedule?](#)
- > [Help with something else?](#)

IN THIS TOOLKIT

Sign Up / Get Set Up >

Event Agenda >

Share! >

Questions? >



Sign Up and Get Set Up



Getting set up as an ambassador is as easy as 1-2-3.

1. Sign Up and Sign In

If you haven't already, [click here](#) and enter your email to register as an official 40 for Forty ambassador. Make sure to check your email and confirm to complete your sign-up! Don't see your confirmation email? Check your spam folder.

Your Custom Ambassador Dashboard

LOG IN >

2. Select Your Area to Support

Scroll down to the pulldown menu labeled **Referred Page**. Use the menu to pick the participating 40 for Forty group you want to support! Remember, your link will only direct to one page at a time.

3. Set Your Custom Link

Just underneath that, you have the option to **Change Short URL**. Create your own custom, easy-to-remember link! Don't forget to click **Save**.

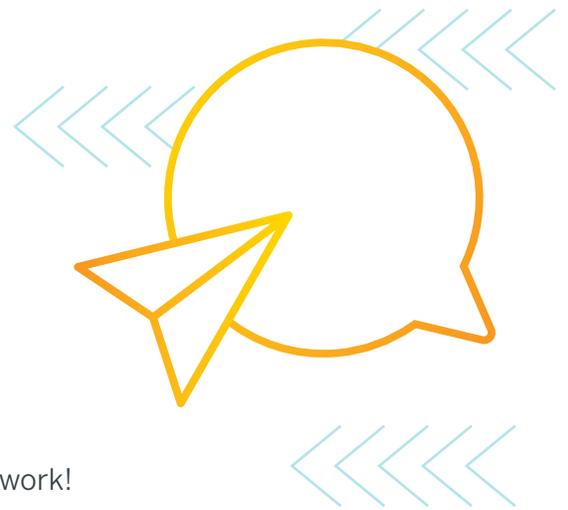


Share!

Ready to post? We've made it easy for you!

Use Your Custom Link

Once you've chosen your area to support and saved your custom ambassador URL, you're ready to share 40 for Forty with your network! Sending personal, one-on-one messages is the most impactful way to raise donations. Remember to use your custom link when you email, text or DM to let people in your network know about 40 for Forty.



Turn Your Social Burnt Orange

Posting your custom link to social media is an easy way to share 40 for Forty with the people you know! Looking for 40 for Forty images or captions? [Click here to copy and paste!](#)



See Your Totals

You can log in any time and check the **Your Amount Raised** box at the top to see how many clicks, gifts, donors and dollars you've raised for your 40 for Forty group!



DON'T FORGET!

Use your custom link **every time** you ask for — or make — a 40 for Forty gift to get credit for your hard work and **reach the top** of the ambassador leaderboard.



Build Your Schedule

The 40 hours will be over before you know it!
Follow these three tips to maximize your impact.

1. Make Your Gift

Start off strong by clicking through your own custom ambassador link to make your 40 for Forty gift! (And don't forget ... you're allowed to make more than one gift!) Once you're done, make a post to share that you've joined 40 for Forty and encourage others to do the same.

2. Use Matches and Challenges

Gifts make a bigger impact during a 40 for Forty match or challenge! Pick one or two opportunities and rally your network to give during those times.

All times Central

Wednesday, April 12

6 a.m. – noon	Student Support Kickoff Match
noon – 4 p.m.	Longhorn Lunch Special Challenge
4 – 9 p.m.	Happy Horns Happy Hour Match
9 p.m. – midnight	Student Support Late-Night Match

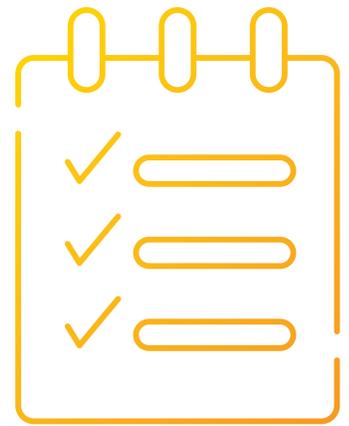
Thursday, April 13

midnight – 7 a.m.	Midnight Madness Match
7 a.m. – noon	Lucky Longhorn Lottery
noon – 4 p.m.	Hungry, Hungry Bevo Challenge
4 – 8 p.m.	Student Support Final Match
8 – 10 p.m.	Final Countdown Challenge

Complete match and challenge details can be found at
40for40.utexas.edu

3. Check Your Email!

40 for Forty always has a few surprises! Check your email frequently April 12 – 13 to hear about surprise challenges and other opportunities to climb the ambassador leaderboard.



>> Ambassador Leaderboard

The officially enrolled 40 for Forty ambassadors raising the **greatest number of gifts** or the **most money** with their unique link will receive extra award money for the UT place or program of their choice!

Questions?



Thank you for being a 40 for Forty ambassador!

Our team is here to help.

Email 40forForty@utexas.edu any time!

Email Us >

