

## **TEAM CAPTAIN GUIDE 2024**

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## ABOUT STUDENTS FIRST

Students First is a MacEwan fundraising campaign raising funds for scholarships, awards, and bursaries. Students First: Champion Greatness is MacEwan's internal facing campaign focused on staff and faculty giving.

Our goal is to maximize the number of students who can build their future through an education at MacEwan University, regardless of their financial and personal circumstances. Students First is about access, diversity, empowerment and inclusivity powered through scholarships, awards, and bursaries (SABs).

The campaign provides student support across all faculties and programs and includes targeted bridges and pathways earmarked for groups typically underrepresented in post-secondary education.

### Key Talking Points:

- 100 percent of donations to Students First (scholarships, awards, and bursaries) go directly to students!
- Donations of all sizes are encouraged! Most staff and faculty donors donate between \$10 - \$30 per pay period towards a scholarship, award, or bursary of their choosing.
- Donating is completely optional.
- If every staff and faculty member donated \$10 per pay period, students would have access to over \$500,000 in scholarships, awards, and bursaries (which is about 500 SABs).
- Remember, we are doing this in support of MacEwan students!

## CAMPAIGN DATES




This year, the Students First campaign will run from September 3rd - September 25th, 2024.

## HOW IT WORKS

- Throughout the month of September, staff and faculty will receive a series of emails encouraging them to support the Students First: Champion Greatness campaign.
- Staff and faculty can donate by credit card or a payroll donation form.
- The emails will share impact stories from students who have received financial support through scholarships, awards, and bursaries.
- Team captains are encouraged to send out motivating emails to their team throughout the campaign and get people talking about and donating to Students First!

## EMAIL SCHEDULE

- The Students First: Champion Greatness campaign will run during September. Here is the schedule and recommended team captain touch point emails (starred).

Week 1	Week 2	Week 3	Week 4
<b>September 3<sup>rd</sup></b> Appeal Email # 1 (A&D)	<b>September 10<sup>th</sup></b> Appeal Email # 2 (A&D)	<b>September 17<sup>th</sup></b> Appeal Email # 3 (A&D)	<b>September 25<sup>th</sup></b> Campaign wrap up Email (A&D)
 <b>September 4<sup>th</sup></b> Team Captain Email (*Optional)	 <b>September 11<sup>th</sup></b> Team Captain Email (*Optional)	 <b>September 18<sup>th</sup></b> Team Captain Email (*Optional)	
<b>September 6<sup>th</sup></b> Update Email # 1 (A&D)	<b>September 13<sup>th</sup></b> Update Email # 2 (A&D)	<b>September 20<sup>th</sup></b> Update Email # 3 (A&D)	

## The Team Captain Role

Throughout September, team captains are encouraged to build excitement and momentum for the campaign.

This can be accomplished in several ways, and team captains have the flexibility to do what works for them. Being a team captain is intended to build momentum and to be fun!

Here are some easy things you can try:

- **Talk about it!**
  - Discuss the Students First campaign with your colleagues. This can be during team meetings, in the hallway, or simply over a teams message.
- **Share why you donate**
  - Lead by example and share with others why you donate to Students First. The best way to inspire action is to share why donating is meaningful to you.
- **Send encouraging emails**
  - Send motivating emails to your team throughout September to keep the momentum up!
  - Email templates are available in your Google Drive folder to help set you up for success.
  - Team lists with email addresses are available in your Google Drive folder.

## Email Templates

The team captain role is intended to be fun and not require a significant amount of time or extra work from our volunteers.

- Please feel free to cc Laura Bennett on these emails.
- Please feel free to bcc your teams.
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Any engagement from team captains will help to support our overall fundraising efforts. Thank you for your volunteerism and leadership in the Students First campaign!

### Sample Introductory Email

Hello everyone,

My name is {your name}, and I work in {your area or position}. I am excited to email you today as your team captain for the Students First: Champion Greatness fundraising campaign (September 3rd to 25th). I hope you had a chance to read through the student impact story shared earlier this week.

The Students First campaign is focused on fundraising for bursaries, awards, and scholarships for our students. It's an incredible opportunity for us to come together and make a real impact, knowing that 100% of every dollar donated goes straight to helping our students.

If you would like to support the campaign, you can head to the [Students First portal page](#) to donate. Let's see how many people we can get participating on our team before September 25th! Please remember that participation is optional but greatly appreciated!

Thank you,