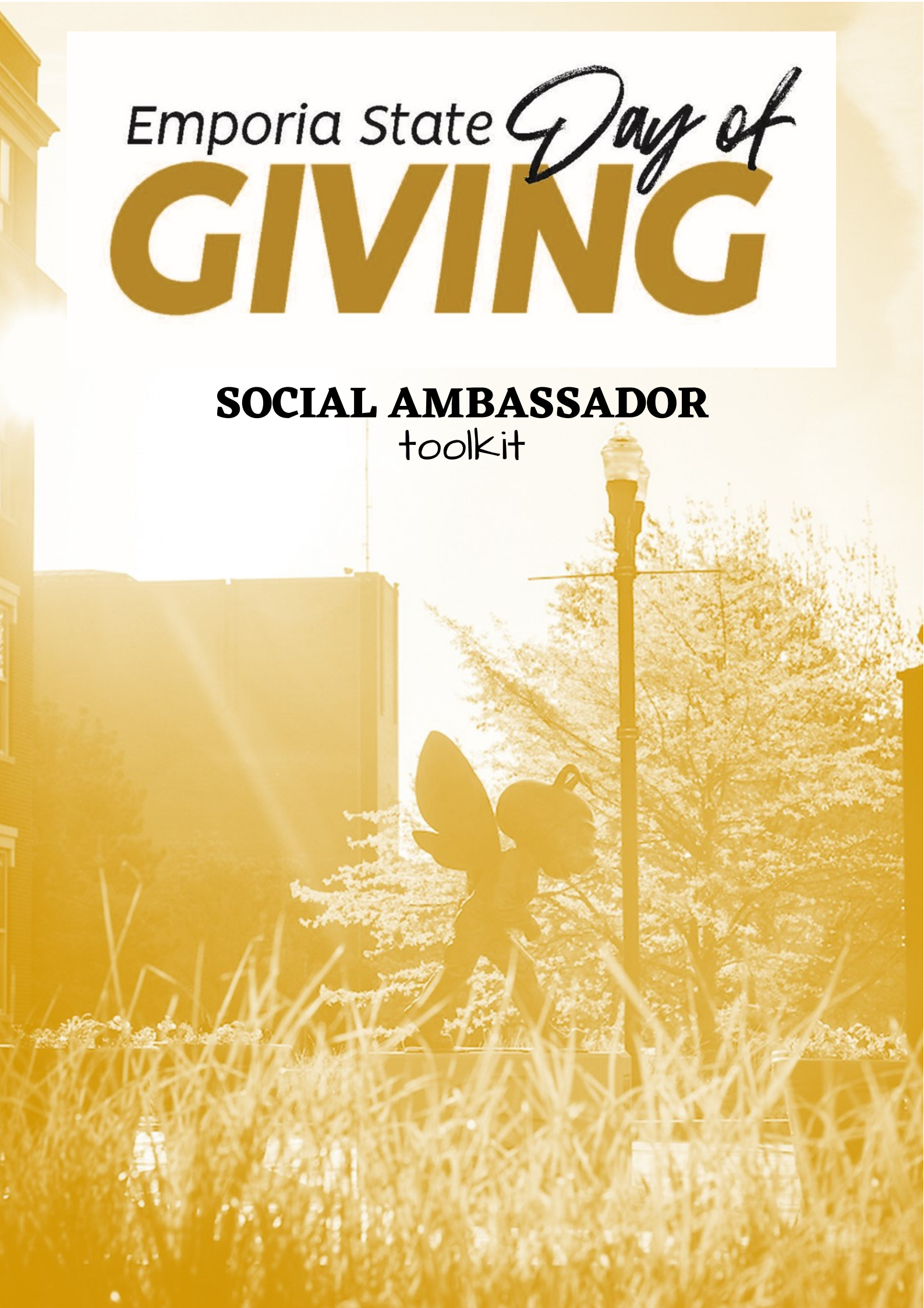
Emporia State Day of GIVING

SOCIAL AMBASSADOR

toolkit



ESU DAY OF GIVING SOCIAL AMBASSADOR TOOLKIT

Emporia State University's Day of Giving is more than a 24-hour day of giving. It's a chance for Hornets and friends to rally together to grant opportunities that transform lives and celebrate Hornet Nation. This year, we have **huge** plans!

Social ambassadors are an instrumental part of the day's success, helping spread the excitement like wildfire across digital channels and increasing the message's reach through the use of personal social networks. Plus, making a difference is so easy—share the news of the day anywhere, anytime, using the social networks you're already using!

Being a social ambassador is simple—but to make it even easier, here's a toolkit to help. In this tookit, you'll find:

1. "How to Be a Great Social Ambassador" checklist
2. Sample social media posts
3. Sample emails

We **encourage** you to use your creativity and develop your own posts, or feel free to customize the samples we're providing. Some of the best content will come from you—our Hornet volunteers!

Questions

Please feel free to reach out to our Day of Giving team at **akessler@emporia.edu** or call **620-341-5440**

HOW TO BE A GREAT SOCIAL AMBASSADOR

Checklist

prepare

ANYTIME

- [ ] **LIKE AND FOLLOW**
  Find the ESU Alumni Association on social media for real-time content.
- [ ] **PRIZE POOL**
  Check out the prizes you can win just by spreading the word.
- [ ] **CRAFT YOUR CONTENT**
  Draft and schedule posts for the day ahead of time, using your creativity to inspire others to join in.
- [ ] **DOWNLOAD**
  Download provided images to share with your posts.

get excited

AFTER FEB. 1

- [ ] **SAVE OUR DATE**
  Once the date is announced on social media on February 1, spread the word to save the date: February 15.

final countdown

WEEK OF FEB. 15

- [ ] **START THE BUZZ**
  Help build excitement by sharing content leading up to the big day.
- [ ] **CHALLENGE ACCEPTED**
  Post challenge graphics to inspire others, explaining that their gift can go further on Day of Giving.
- [ ] **PAINT YOUR PROFILE**
  Turn social media black and gold by sharing our graphics and updating your social media photos.
- [ ] **EMAIL ENCOURAGEMENT**
  Send personal messages to friends and family, asking them to join in the fun.

HOW TO BE A GREAT SOCIAL AMBASSADOR

Checklist

game time

FEB. 15

- [ ] **SHARE, SHARE, SHARE**
  Don't forget to include #ESUDayofGiving or #FromTheHeart with every post.
- [ ] **REACH OUT**
  We want to inspire participation across the globe! Reach out to your Hornet friends living in different states/countries and encourage them to participate.
- [ ] **BE BOLD, GO LIVE!**
  Get brave and do a "live" video on social media, encouraging others to participate in ESU's Day of Giving.
- [ ] **GIVE A GIFT**
  Support an initiative near and dear to your heart at hornetnation.emporia.edu/dayofgiving

celebrate

FOR AS LONG AS YOU WANT!

- [ ] **ATTITUDE OF GRATITUDE**
  Thank everyone who helped out, gave a gift, or shared a message.
- [ ] **THANKS A MILLION**
  Share our thank you content or create your own.
- [ ] **FLAUNT IT**
  Continue to spread the news of all the day's successes, even after the event.
- [ ] **GET PUMPED**
  Let the countdown begin! Get excited for Day of Giving 2024.

Questions

Please feel free to reach out to our Day of Giving team at **akessler@emporia.edu** or call **620-341-5440**

SAMPLE SOCIAL MEDIA POSTS

Pre-Event Posts

Let's get ready to celebrate, Hornets! We're less than 24 hours away from #ESUDayofGiving! View the countdown: hornetnation.emporia.edu/DayofGiving



WE is greater than ME! I love this place because of our people!

A little goes a long way when we join together during #ESUDayofGiving! We have the strength to make an incredible impact. Join me tomorrow: hornetnation.emporia.edu/DayofGiving

Our family has been so blessed to be a part of this wonderful university. It's truly our second family.

Join us in supporting everything ESU has to offer this Thursday, Feb 15.

#ESUDayofGiving #FromtheHeart



We're less than 10 hours away from #ESUDayofGiving and your opportunity to make a difference for @emporiastate! As an alumnus, I will be giving back. Will you?

hornetnation.emporia.edu/DayofGiving

Tomorrow is #ESUDayofGiving and it is a great opportunity to enhance the student-athlete experience for the members of the volleyball team.
Visit hornetnation.emporia.edu/DayofGiving to learn more.



It's finally February! That means #ESUDayofGiving is right around the corner. The Hornets appreciate everyone's support! STINGERS UP!
hornetnation.emporia.edu/DayofGiving



SAMPLE SOCIAL MEDIA POSTS

Day-Of Posts

Way past my bedtime but wanted to stay up to be the first donor to make a gift to @emporiastate for #ESUDayofGiving.

hornetnation.emporia.edu/DayofGiving

Why did we give to #ESUDayofGiving? Because someone cared enough to help send us to DC in 1984. It was the trip of a lifetime! Our current students deserve the same life-changing experiences. Thanks to all who have given today!

hornetnation.emporia.edu/DayofGiving



Hey tailgate friends! Let's do this #ESUDayofGiving thing! Ready....Set...GOOOO HORNETS!!

hornetnation.emporia.edu/DayofGiving



Two hours left! Finish strong for future Hornets to come!

hornetnation.emporia.edu/DayofGiving



Emporia State University will always hold a special place in my heart as I got two degrees from ESU. It truly was a blessing to call Emporia home for a few years. I am glad I can do my part by helping out today during #ESUDayofGiving

hornetnation.emporia.edu/DayofGiving

I gave on #ESUDayofGiving and YOU CAN TOO!

hornetnation.emporia.edu/DayofGiving

I challenge YOU to be the 161st donor on #ESUDayofGiving. Help us reach our goal of 260 donors in 24 hours!

hornetnation.emporia.edu/DayofGiving



SAMPLE SOCIAL MEDIA POSTS

Post-Event Posts

And that's a wrap. John and I are so honored to have been part of this event as donors. We feel great knowing we are providing gifts for current and future Hornets. Thank you Hornet Nation for your gifts to so many important initiatives at ESU. #ESUDayofGiving

hornetnation.emporia.edu/DayofGiving

THANK YOU! Thanks to all that helped us yesterday with #ESUDayofGiving. We are almost as happy as our Hornet soccer team after winning a big game!



The @esuwomensbasketball community is truly the best! We thank you for all of your support on #ESUDayofGiving



A big thank you to our Hornet donors! I am proud to be part of such a special place. This is a terrific way to spread the ESU love!

#ESUDayofGiving #FromtheHeart

HOW TO DEAL WITH THE NEGATIVES

Don't feel you need to engage or answer negative questions. Here is a helpful webpage that outlines the changes that have taken place.

emporia.edu/future

Sample responses to negative feedback:

1. Thanks for your feedback, I will pass it along.
2. I appreciate your perspective.
3. For today, let's keep our focus on students.

SAMPLE EMAIL CONTENT

Pre-Event and Day-Of

Feb 1

Send | To... Your friends and family | Cc... | Subject ESU's 3rd Annual Day of Giving!

Dear <insert name>

Big things can happen when Hornets come together. Last year, we rose to the challenge during the 2nd annual Day of Giving for Emporia State University. **In just 24 hours, a remarkable 236 donors gave $86,000,000 to support ESU and our students.**

On February 15, we'll do it again! The objective is simple: rally Hornets everywhere to share their passion for the Black and Gold and celebrate all it means to be a part of Hornet Nation.

I am asking you to help us reach our goal of **240 donors in 24 hours** by marking your calendar and making a gift at hornetnation.emporia.edu/DayofGiving on February 15. Together as one, we can make a difference for our current and future Hornets.

Sincerely,
<insert name>

STINGERS UP!

Feb 15

Send | To... Your friends and family | Cc... | Subject Today is the day!

Dear <insert name>

The big day has arrived! Please join me and the rest of Hornet Nation on our 3rd Annual Day of Giving. Together, all gifts--large and small--can make a difference by investing in our current and future Hornets.

Visit **hornetnation.emporia.edu/DayofGiving** and make a gift to a college or program that matters to you. Don't forget to read through the list of challenges and matching funds to make your gift go even further.

My ESU experience was top-notch thanks to the generosity of others. Now, I want to pay it forward by giving back. I hope you will join me.

Sincerely,
<insert name>

STINGERS UP!



Thank You!

As a social ambassador, you play a huge role in making our Day of Giving a success. **We can't do this without you.** Thank you for all the time and effort you put into making this 24-hour celebration such an exciting time.

Abbey Kessler

-ESU Foundation's Assistant Director of Annual Giving