Day of Giving Social Media Ambassador Toolkit: Comprehensive Communication Guide

#PacificGIVES is the university’s second annual day of giving, a 24-hour (and one minute!) online challenge to increase giving participation among the entire Pacific community. Our 2017 day of giving will be one of the first University-wide events following our Campaign launch at Homecoming, so we’d love to make this event a BIG success. We need you to show your support and spread the word about the incredible difference you can make in our students’ lives in Stockton, Sacramento, and San Francisco by posting, tweeting, snapping, Instagraming and giving using the hashtags #PacificGIVES and #PacificPurpose

**Goal:** 500 gifts during this 24-hour (and one minute) period, since private gifts support Pacific students and programs every day of the year.

**When:** Starts on November 15 at 11:15 a.m. and ends on November 16 at 11:16 a.m.

**Thank you!** Your help as a Social Media Ambassador will make Pacific’s second annual Day of Giving a huge success!

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Communications Timeline .................................................................Page 2
Email Messages ................................................................................Pages 3-4
Facebook Posts ................................................................................Page 5
Instagram Message .........................................................................Page 6
LinkedIn Message ............................................................................Page 6
Tweets .................................................................................................Pages 7-8
Communications Timeline

**TODAY**

- Familiarize yourself with the communications timeline outlined on this document.
- **Familiarize yourself with the ScaleFunder platform**
  - Each Ambassador will have their own unique link to share on social media. This will help us measure your impact on our day of giving.
  - Unique links give us the ability to track how much your social media participation helps raise throughout the Day.
  - Use your unique link in all of your social media posts wherever you see [Unique URL] in the pre-drafted materials
  - You will receive your Unique URL via email with the subject line “Your Pacific Gives Ambassador URL”
- Make sure to follow us for updates:
  - Facebook: PacificFund, University of the Pacific or Pacific Alumni Association
  - Twitter: @UOPacific and @PacificAlumni
  - Instagram: UniversityofthePacific and pacificalumni

**Starting November 1**

- **Give your social profile a Pacific makeover!**
  - Update your Facebook, Twitter, Instagram and LinkedIn profiles with new profile pictures and cover photos to show your support for #PacificGIVES, Pacific’s Day of Giving.
  - Images and this toolkit are available on the ScaleFunder platform.
- **Spread the word before the Big Day!**
  - Post an announcement letting your followers know about Pacific’s Day of Giving, and how they can help spread the word.

**November 15 (Starting at 11:15 a.m.)**

- **Create a buzz on the Day of Giving!**
  - This year we’re encouraging all ambassadors to wear orange during Pacific Gives as a show of support and to help create social media buzz! Selfies of you in Orange or Pacific Gear are highly encouraged!
  - Join in the fun by wearing orange to work or school on the Day of Giving. This will show your school spirit and help spread the word using our social media hashtags.
  - Send updates to your network and encourage them to participate using the suggested content on the following pages.
- **Post a selfie**
  - Snap a selfie wearing your favorite Pacific gear, orange clothing, take a photo of your Pacific sticker on your car, or show off what was in style during your college days with a throwback photo.
  - Whether you’re on Facebook, Twitter, or Instagram, be sure to tag University of the Pacific and use #PacificGIVES and #PacificPurpose
November 16 (After 11:16 a.m.)

☐ Send messages of thanks for all of the support!

Sample Email Messages

Pre-event

Subject Line: Together, we can make #PacificGIVES a success.

Dear __________,

It’s almost time for the second annual Day of Giving for the University of the Pacific! On November 15 at 11:15 a.m., we will once again come together as a community to help provide essential funding to support Pacific students in Stockton, Sacramento, and San Francisco.

We have been challenged to secure 500 gifts in support of scholarships, student resources, academic programs, and athletics. I am asking you to help us reach this goal by marking your calendar and making a gift at [Unique URL] on Tuesday, November 15 after 11:15 a.m.

You can also help by volunteering to spread the word and create a buzz about #PacificGIVES by posting a picture wearing your orange gear with the hashtag #PacificPurpose. If you would like to help as a social media ambassador, please email Pacific at pacificgives@pacific.edu.

Together — in just one day — our community can help strengthen Pacific by supporting the University’s ability to provide the best possible experiences for Pacific’s current and future students.

Day of

Subject Line: Today

Dear ______:

Today is Pacific’s Day of Giving! Please join me and the rest of the Pacific community—TODAY — in supporting students and what you love most about the Pacific experience.

Visit [Unique URL] and make a gift that's meaningful to you, be a part of the social media conversation, and help us reach our 24 hour goal of 500 donors or more!

Pacific played an important role in my life and continues to do so for thousands of students every year. Together, our community can help strengthen Pacific by supporting the University’s ability to provide the best possible experiences for Pacific’s current and future students.

Thank you in advance for joining me in this important and historic effort!
Sample Email Messages Continued

Post event

Subject Line: Thank You

Dear ______:  
Thank you for supporting Pacific’s Day of Giving. Together we showed the world how Pacific is Leading with Purpose! Thanks to the collective support of alumni, students, parents, faculty and staff, and friends. Gifts of all sizes came together to provide valuable support for Pacific’s students and programs on all three campuses.

The success of this historic endeavor would not have been possible without your support. Thank you!
Sample Facebook Posts

Pre-event _______________________________________________________________

On November 15 at 11:15 a.m. please join me and other members of the Pacific Community as we support the Second Annual Pacific Gives Day of Giving. Together, our community can help strengthen Pacific by supporting the University’s ability to provide the best possible experiences for Pacific’s current and future students. Mark your calendar and make your gift on 11.15.17 at [Unique URL].

Day of _______________________________________________________________

I’m wearing orange and helping University of the Pacific meet its goal of 500 donors for #PacificGIVES on November 15-16. Will you join me in supporting today’s students at Pacific? Make your gift today at [Unique URL]. #PacificGives #PacificPurpose

I made a gift to University of the Pacific in support of #PacificGIVES. [My alma mater OR Pacific] is important to me, and it feels good to give back. Make your gift today at [Unique URL].

#PacificGIVES is about three things: participation, Tiger pride and collective impact. Be part of the 500 Pacific Donors who are Leading with Purpose. I made a gift today – won’t you join me? [Unique URL] #PacificGives #PacificPurpose

My time at Pacific changed my life, and today I get to help do that for others. Join me in participating in #PacificGIVES by making a gift in support of what you love most at Pacific. [Unique URL]

I just participated in #PacificGIVES. Pacific is special to me because______________, and I want to help current students have the same experience. Support what you love most at Pacific by making a gift at [Unique URL].

Post event _______________________________________________________________

Thank you to everyone who made #PacificGIVES a success. Thanks to the collective support of alumni, students, parents, faculty, staff and friends; we came together to provide valuable support for scholarships, academic programs and athletic excellence that further strengthens the university’s mission. Thank you!
**Instagram Suggested Message**

[When posting on Instagram be sure to use the day of giving and campaign’s official hashtags, #PacificGIVES #PacificPurpose while encouraging others to “spread the word” and support Pacific’s Day of Giving by sharing the URL: [Unique URL]]

Help support #PacificGives by making a gift to Pacific’s Second Annual Day of Giving #PacificPurpose

**LinkedIn Suggested Messages**

**Day of ____________________________**

I’m helping University of the Pacific meet its goal of 500 donors for #PacificGIVES on November 15-16. Will you join me in supporting today's students? Let’s help Lead With Purpose. Make your gift today at [Unique URL].

I just participated in Pacific’s Day of Giving! Pacific is special to me because _________, and I want to help current students have the same Pacific experience as me. Support current and future Tigers by making a gift today. [Unique URL] #PacificGIVES

Pacific’s Day of Giving is about three things: participation, Tiger pride and collective impact! I supported Pacific today – won’t you join me? Make your gift today at [Unique URL].
Sample Tweets

Pre-event

Wondering what #PacificGIVES is all about? Tune in on 11.15.17 at [Unique URL] #PacificPurpose

Pacific is doing a 24-hour giving challenge starting on Nov 15. Check out [Unique URL]. #PacificGIVES #PacificPurpose

Calling all Tigers! Join me for #PacificGIVES on 11.15.17. Show the world our #PacificPurpose! [Unique URL].

I'm going to give on November 15 at ___________ [time after 11:15 a.m.], are you?! Check out [Unique URL]. #PacificGIVES #PacificPurpose

Day of

Today’s the day! Join me for @UOPacific Day of Giving at [Unique URL] #PacificGIVES #PacificPurpose

#PacificGIVES is here! Join me in making a difference in the lives of Pacific students and Lead with Purpose. [Unique URL] #PacificPurpose

I made a gift to Pacific today. Are you going to join me? #PacificGIVES, [Unique URL] #PacificPurpose

Can we get more people to give today? Of course we can. I’m participating in #PacificGIVES Check our progress while you’re there! [Unique URL] #PacificPurpose

I participated @UoPacific #PacificGIVES. Join in, fellow Tigers [Unique URL]... while you’re there, check out the posts! #PacificPurpose

Are you wearing your Pacific Orange today? I am! [Unique URL]. #PacificGIVES #PacificPurpose

It’s possible to make a difference in just one day. Join me in supporting #PacificGIVES at [Unique URL] #PacificPurpose
Sample Tweets Continued

Post event

Thank you to everyone who made #PacificGIVES a success. Together, we helped show the world Pacific’s purpose. [Unique URL] #PacificPurpose