ONLINE AMBASSADOR

Checklist

Now:
- Read through the Online Ambassador Toolkit
- Follow McKendree University on Facebook, Twitter, and Instagram
- Like the Alumni Association Facebook page
- Nominate other ambassadors

SOS Tuesdays – Every Tuesday in November, Share Our Story:
- Retweet, like, and share posts
- Use #McKForward in your posts and tweets to create buzz
- Take selfies to show your purple pride
- Tell why you support McKendree

Tuesday, November 21:
- Change your Facebook profile picture to the #McKForward Giving Tuesday logo
- Begin countdown language. We’re one week away!

November 22 through 27:
- Share daily posts/tweets about why you love McKendree and drive traffic to www.mckendree.edu/givingtuesday

November 28 – Giving Tuesday:
- Make your gift! giving.mckendree.edu/givingtuesday
- Share every social media post/tweet

November 29:
- Monitor and share emails and social media posts with stats for #GivingTuesday success
- Take our follow-up survey and let us know how we can do better for 2018
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ROLE DESCRIPTION

OVERVIEW

This November, McKendree University will again participate in #GivingTuesday, an online fundraising and social media campaign.

#GivingTuesday is a day when people around the world come together to give back. Held on the Tuesday following Thanksgiving, Black Friday and Cyber Monday, Giving Tuesday celebrates and encourages charitable donations to causes that are important to you.

Bearcats can contribute in a variety of ways including:

- Making a gift to the University on Tuesday, November 28, 2017
- Sharing your Stories on Facebook, Twitter, and other social media
- Encouraging others to participate by sharing posts and tweets, and by making a gift

ROLE

Thank you for agreeing to be an Online Ambassador! Online Ambassadors are the leaders of the McKendree University Giving Tuesday campaign by increasing the number of alumni, friends and parents who donate to the University through peer to peer social media, email and phone activities.

The ideal Online Ambassador will share relevant content on behalf of the University to promote online giving. Online Ambassadors will be expected to make an online donation and model/share their philanthropic behavior for all others in their social network.
Creating Buzz with SOS Tuesdays

Throughout the month of November, help spread the word on #McKForward by participating in Share Our Story Tuesdays. Each Tuesday in November, we will tweet and post stories of how gifts from donors are making an impact.

Countdown to #GivingTuesday

On November 21st, we will begin to use countdown language to drum up excitement (i.e., one week from today, 6 days from today, etc.). The preparation during this week will be the indicator of the success we will have on Tuesday, November 28th. During this week, you should be communicating constantly with your social network as well as staff representatives at McKendree.

#GivingTuesday – It’s here!

On the day of #GivingTuesday you should, first and foremost, go online and make your gift. Then, share with your social network that you made a gift, how you did it, and encourage others to do so as well. Again, using the #McKForward.
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Sample tweets and posts

Creating Buzz
• Looking forward to showing my love for my alma mater on Tuesday, November 28th. #McKForward
• Here’s my selfless selfie! I will move #McKForward. On Nov. 28th, making a donation to McKendree.

Countdown
• 2 days until #GivingTuesday! Bearcats, don't forget to move #McKForward
• It’s Cyber Monday, save a little money for McKendree. #GivingTuesday is tomorrow, let’s move #McKForward.

The Big Day
• Today is the day! #McKForward. Made my donation this morning. www.mckendree.edu/givingtuesday. Make your #GivingTuesday gift!
• #GivingTuesday is today. This is the day to show your love for McKendree #McKForward. Make a donation at giving.mckendree.edu/givingtuesday.

Tagging Guide

Twitter Handle
@McKendreeU

Hashtags
#McKForward
#GivingTuesday

Don’t forget to tag your friends, favorite faculty and staff, and any alumni to have them join!
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#GivingTuesday Logos

Save the Date

www.mckendree.edu/givingtuesday

SAVE THE DATE ✅ SHOW YOUR LOVE 😊
GIVE to McKENDREE 😍

#GivingTuesday McK November 28, 2017
Email Signature

www.mckendree.edu/givingtuesday
#GIVINGTUESDAY
November 28, 2017

Day of Graphics

www.mckendree.edu/givingtuesday
SHOW YOUR LOVE GIVE to McKendree
MCK
November 28, 2017

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