

McKENDREE UNIVERSITY

Online Ambassador Toolkit

#GIVINGTUESDAY · NOVEMBER 30, 2021



About #GivingTuesday

Created in 2012 as a day to do good, #GivingTuesday has grown into a year-round **global generosity movement**. From global brands to small businesses, from celebrities to every day grassroots givers, people will come together in a variety of ways to celebrate generosity, give back, and show kindness on **November 30, 2021** for **#GivingTuesday**. It's about ordinary people working together to change the world. Help us inspire a wave of good by using your voice to help spread generosity.

How to Participate

We believe that all acts of generosity help shape the world we want to live in, so there are no rules for how to participate in #GivingTuesday. Every single act of generosity counts and we encourage you to be creative! Give back in any way that's meaningful to you. Here are some ideas:

- Create content that inspires and helps your followers get ready for #GivingTuesday, or post our ready-made content. See below for inspiration and assets you can use.
- Interact with videos and posts on the University's social platforms! (All links below.)
- Go live on Facebook or Instagram to encourage your followers and fellow Bearcats to participate on #GivingTuesday.
- Mark that you are attending the #GivingTuesday Facebook event hosted by the University.
- Add the mckendree.edu/givingtuesday link to your bio as well as any post that allows a link.
- Set up a challenge for your followers! Be sure to share with McKendree so that it can be promoted further.
 - I.e. Match your followers' donations to McKendree up to a certain amount.
- Champion a cause! Many members of the McKendree will be fundraising for their specific department, school, team, or organization on #GivingTuesday. Visit the crowdfunding site and create a Champion link to support one or multiple areas that mean the most to you!

Social Media Direction + Content

Here are some ideas for what to post in your networks to help get fellow Bearcats excited and inspired to give on #GivingTuesday. We also encourage you to **create your own content and tell your McKendree story**. You know what will inspire your fans to take action and give the most! We'd love for you to post across networks to reach as many people as possible.

Links

Be sure to follow McKendree University on:




Tagging + Hashtags

- Use these hashtags when posting on social:
#OneMcKendree
#GivingTuesdayMcK
#GivingTuesday
#unselfie
- Tag **@GivingTuesday** and **@McKendreeU** on social so they can share and help amplify our mission even further.

Sample Messages + Ideas

Snapchat Story

Create a snap and use the  (paperclip) feature to add the mckendree.edu/givingtuesday link. Then post to your story to help promote for the full 24 hours! Your followers will be able to follow the link to give.

Facebook/Instagram Story

Go live or make a video story telling your followers why McKendree University means so much to you!

Twitter – Sample Posts

- I'm showing my support for @McKendreeU on Nov. 30th for #GivingTuesday. Let's rally together to make a difference, Bearcats! Join me at www.mckendree.edu/givingtuesday. One Day. One Community. #OneMcKendree
- I'm proud to support the @McKendreeU community this #GivingTuesday to ensure current students continue to receive the true McKendree experience! Join me and give back on

#GivingTuesday because together, we are #OneMcKendree Learn more at www.mckendree.edu/givingtuesday

- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday I am supporting @McKendreeU (can add other organizations too) this year!

Facebook/Instagram – Sample Posts

- I'm joining @McKendreeU, along with people and organizations in nearly every country for #GivingTuesday – a global day of giving and unity that will take place on Nov. 30th. [Share a bit about why our McKendree matters to you and how you'll be giving]. One Day. One Community. #OneMcKendree Find out more at www.mckendree.edu/givingtuesday
- Did you know that when you give to @McKendreeU that you can support your favorite area within the University? It can be the Annual Fund, the Science Building, Athletics, the Hett – the options are endless! Visit www.mckendree.edu/givingtuesday today to give back on #GivingTuesday One Day. One Community. #OneMcKendree
- No one does school spirit better than McKendree alumni, faculty, staff, families and friends! We cheer for our students, celebrate traditions, and work hard for a promising future. Join me on #GivingTuesday Nov. 30th by giving back to a place that means so much to me! Collectively, we can sustain the true McKendree experience for today's Bearcats. One Day. One Community. #OneMcKendree Learn more at www.mckendree.edu/givingtuesday

Graphics/Photos

Post a picture of the McKendree pennant that you received in the mail! (Example shown below.)



E-Mail Signature:



Facebook/Twitter Profile Picture:



"I Gave" Graphic for Facebook Post:



"I Gave" Graphic for Twitter Post:



Graphic for Facebook/Twitter Post:

