

Advocate Tool Kit

Giving Day 2022

Become an advocate

Advocates inspire others to support Shepherd by spreading awareness and encouraging people to make a gift. Being an advocate and cheerleader, advocate support makes a difference for your Ram family!



Learn more about becoming an [Advocate on GiveCampus](#).

Know the areas of impact:



Each Shepherd college, school, and department has specific needs. These gifts support faculty opportunities, from professional development to supply or equipment purchases, as well as student scholarships.



Gifts made in support of student organizations and clubs directly benefit the organizations participating in Giving Day 2022. Funds raised support students attending conventions, continuing philanthropic endeavors, and other needs specialized to specific groups.



Athletics to Tabler Farm, Last Dollar Fund to the Byrd Center, the umbrella of Shepherd Excellence groups together more than 20 areas that make the university special.

The areas of impact listed above are umbrella categories. All individual units can be selected for specific donations on the Giving Day page.

Register as an advocate:

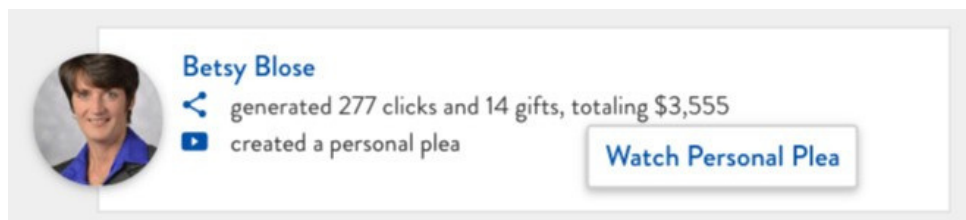
Log on <https://go.givecampus.com/> and click login to then 'sign up'

1. Share the campaign messages and links on social media and in emails to see exactly how many clicks, gifts, and dollars your sharing generates.
2. Motivate others to give by creating your own unique matching donation or challenge.
3. Create a "personal plea" video within GiveCampus to share why you're supporting this campaign and why your peers should join you.

Share the campaign link on your social media

With built-in buttons located in the 'advocates' tab in your GiveCampus account, it is easy to engage your social media following! These buttons generate links that are unique to you and allow the number of clicks, gifts, and dollars generated by your outreach to be tracked.

Here is what a GiveCampus advocate tab looks like:



Sharing Giving Day on social media

Creating a personal plea

Tell the Shepherd community why you are part of Giving Day and where you would like to see donations made. Personal pleas should be under one minute and recorded 'selfie-style' on a cell phone. Uploading the video is simple, just select the 'advocates' tab in your GiveCampus account and follow the instructions provided. The Shepherd team will review each submissions, and once approved you can share your plea online.

Social media images, hashtags, etc.

Giving Day logo

The logo can be used as a Facebook profile picture for Giving Day or can be used as an image on social media along with language that supports a fund you want to see supported by donations.



Facebook banner

The banner can be used to place behind your profile picture on Facebook in support of Giving Day.



Social media hashtags

Hashtags can be used as a tool that helps your posts reach larger audiences. Use **#ShepGives** or **#GiveARam** on social media when posting about Giving Day.

Follow the Shepherd University Foundation social media pages

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

Social media post examples

Giving Day is March 9. Will you join me in making a difference at Shepherd University?
#ShepGives

<https://shepherduniversityfoundation.org/givingday/>

#GiveARam about Giving Day at Shepherd University! Help us reach our 400 donor goal and make a gift to _____. <https://shepherduniversityfoundation.org/givingday/>