

Claire Trevor

School of the Arts

Ambassador Toolkit

Giving Day is Wednesday, April 25, 2018. Gifts made between 5:00 p.m. on 4/24/18 and 11:59 p.m. on 4/25/18 through givingday.uci.edu or Giving Day pledge forms will count toward Giving Day.



UCI Giving Day

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What is Giving Day?

Giving Day is a 24-hour online giving campaign. The 2nd Annual UCI Giving Day is April 25th and here at the Claire Trevor School of the Arts (CTSA) we are going to be raising funds for mini-scholarships for students.

We are the #1 school in the US that provides access to a world-class education for all qualified students, no matter what their background and our students rely on the generous support of people, like you, to make their dreams come alive.

But, many students often struggle to pay for things like art supplies, studio class fees, required private music instruction, texts books, and even food! Mini-scholarships assist with these smaller - and often unsung – costs of an arts education at UCI.

How are gifts made?

Donors will make gifts through our special Giving Day website - <https://givingday.uci.edu/>. The Giving Day website will track gifts in real time so that everyone can see the progress of giving for each of the schools and units and various projects as well as updates for matches and challenges throughout the actual 31-hour giving period. Gifts made by other methods on Giving Day (by phone or mail) will count toward the day's totals, but only gifts made online at <https://givingday.uci.edu/> count toward matching funds and challenges.

What are “challenges?”

Challenges, also funded by donors, create fun competition between project teams. Because of the generosity of Cheryl & Richard Ruszat and Tom Nielsen we have 4 challenges for Giving Day. For every 25 gifts made, \$2,500 will be unlocked. That's 5 more scholarships every time we reach 25 gifts!

Who do I contact for further questions?

Jana Cain - P: 949.824.8750 E: jana.cain@uci.edu

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What is a UCI Giving Day Ambassador?

UCI Giving Day Ambassadors have a simple, yet important mission – spread the word about Giving Day to your social media networks! Please feel free to use the content, images and badges in this toolkit to utilize in your posts.

Be sure to use our special hashtags – #ArtEaters #UCIGivngDay – to add to the Giving Day conversation.

How do I do that? Simple steps...

1. Sign up to be an Ambassador at <https://givingday.uci.edu/>.
2. Use your unique link for all posts and emails so that you get credit.
3. Share our videos, images, and posts with your friends before, on and after 4/25/18 via Twitter, Facebook, Instagram, email, or phone.
4. Make your gift on Giving Day!

Personal Stories & Anecdotes Work!

- What is your favorite memory of CTSA?
- Why do you support CTSA?
- What is your favorite place on campus?
- Who/what was your favorite professor/class?

Incorporate Fundraising Message

Using “I” statements and showcasing need

“I give/support because...”

- How does Giving Day support your favorite aspects of CTSA?
 - Art
 - Dance
 - Drama
 - Music

Always include your ambassador link and a call to action!



Imagination

is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution.
- Albert Einstein



#UCIGivngDay #ArtEaters

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Your Online Ambassador Page

Access your online ambassador page by going to <https://givingday.uci.edu/> and login as an ambassador under the Ambassadors link on the top right of the home page.

From here you can easily send out messages by email, Facebook, Twitter and LinkedIn, all with your unique referral code. Every time a referral donates with through your link it will show in the "Your amount raised" column on the right hand side of your ambassador web page.

Your Ambassador Dashboard

Sharing your personal fundraising link is easy!

Track your progress

See which of your friends and colleagues are giving.

Integrate your personal link into what you're already going to do – email or social, use what you know best!

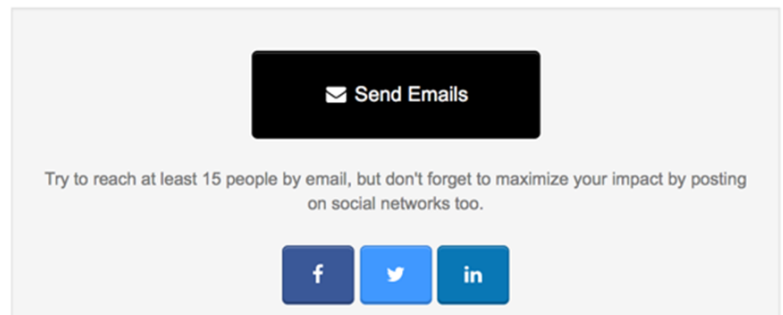
Your Ambassador Link

To help people get directly to the CTSA Giving Day Page you can select "Claire Trevor School of the Arts" from the drop down menu and then copy the code.

Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:



Here's your actual referral link to do with as you please:

https://givingday.uci.edu/giving-day/4652/department/7121?utm_source=

Referred Page:

CTSA is near the bottom of the drop down.

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Overview of Social Media

Social media plays an important role in raising awareness of UCI Giving Day efforts and garnering support on the day it occurs. It is also a great way to stay connected with your constituents the day of the event so they can see live updates of what is happening – playing on their excitement and increasing their engagement with you online!

There are many different social media channels out there, and the ones you choose to become active on depends on the type of content you want to send out to your supporters. Here is a run-down of which social media channels are good for different kinds of content:

Content Type	Examples	Social Media Channels
Long-form	Stories, blog posts, ebooks, etc.	LinkedIn Pulse, Facebook Notes, Google+ Posts
Videos	Promotional videos, interviews, short clips of volunteers, etc.	YouTube, Facebook, Instagram, Snapchat, LinkedIn Video
Live Videos	A live stream of your staff/students watching the last gifts come in as the clock runs out	Facebook Live, Twitter Live, Instagram Live Video
Graphics and Images	Photos of people affected by your cause, volunteers helping, Giving Day logo	Facebook, LinkedIn, Twitter, Instagram, Pinterest, Google+, Snapchat
Links	To https://bit.ly/2F1TIZ5 or your link	Facebook, LinkedIn, Twitter, Pinterest, Google+
Discussions	Asking a question to your supporters, polling your followers, asking for commentary	LinkedIn Groups, Facebook Groups, Google+ Communities, Twitter Polls

While there are many options available to you to get the word out to your supporters on social media, we encourage schools to focus their efforts on Facebook, Twitter and Instagram.

Facebook is the #1 referring website (outside of direct links from emails) to giving day sites. One easy way to get started is to simply share our own status updates on your Facebook page or to retweet them through Twitter. It will help you get the conversation going!

What can you talk about on social media leading up to, during and after UCI's Giving Day?

- How easy it is to donate and provide the link
- CTSA student needs and why we need support
- Ask people why they support your cause and post responses to your page
- CYSA's mission, programs and how we change lives
- Ask donors to post why they are supporting CTSA
- Initiate a countdown
- Matching opportunities and challenges for Giving Day

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Theme

“It only takes a little to make a BIG IMPACT.”

Hashtags

#ArtEaters

#UCIGivingDay

Goals

100 gifts and 40 mini-scholarships

Social Media Badge



UCI Claire Trevor
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I made
my gift!

Now it's your turn.

#ArtEaters #UCIGivingDay | givingday.uci.edu



UCI Claire Trevor
School of the Arts

I made
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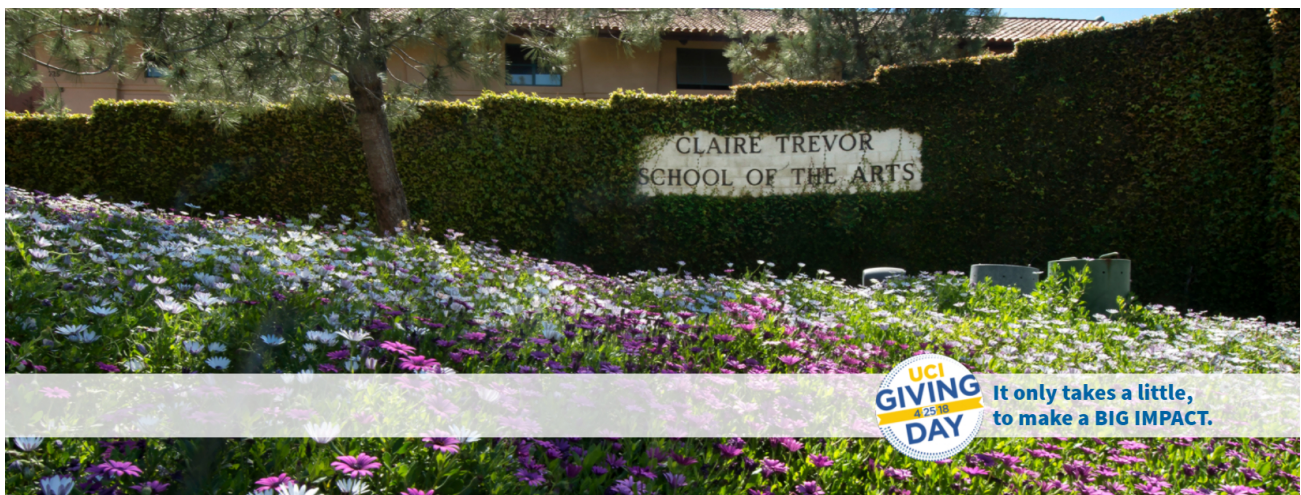
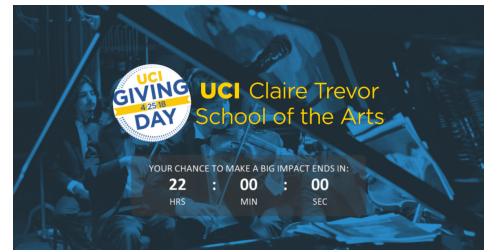
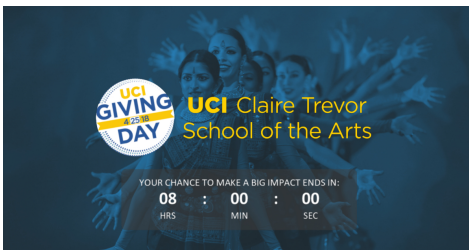
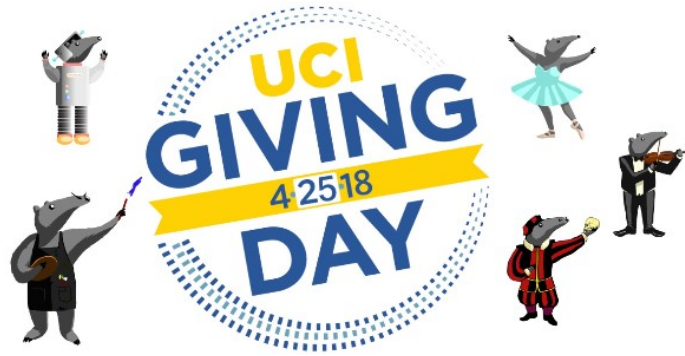
#ArtEaters #UCIGivingDay | givingday.uci.edu

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Images

Access all up-to-date approved images [HERE](#)



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Twitter 

Access all up-to-date tweets [HERE](#)

Pre-event (1 week prior)

- #UCIGivingDay is all about participation, pride, and collective impact. #ArtEaters will you join us on April 25, 2018?
- How many students can we support in just one day? #UCIGivingDay #ArtEaters
- We need your help #ArtEaters on 4/25— let's make a difference together! #UCIGivingDay
- ONE. MORE. WEEK. #UCIGivingDay #ArtEaters
- SAVE THE DATE: 4/25 is coming soon. Will you participate? #UCIGivingDay #ArtEaters
- Everyone. Anywhere. Together, we can make a big impact. #UCIGivingDay #ArtEaters
- 100 gifts and 40 lives changes! #UCIGivingDay #ArtEaters

Day of event (4/25)

- #UCIGivingDay is happening! Support students with a gift to CTSA! <https://bit.ly/2F1TIZ5> #ArtEaters
- IT'S TIME TO GIVE! Help us reach our goal to reach 100 gifts! <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters
- 100 gifts and 40 lives changed! Make your gift at <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters
- It only takes a little to make a BIG IMPACT. Make your gift today at <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters
- I made a gift to CTSA to participate in Giving Day. Did you? Together, we can make a big impact. #UCIGivingDay #ArtEaters
- There's still time! Visit <https://bit.ly/2F1TIZ5> to make your gift. #UCIGivingDay #ArtEaters
- You can make a difference in just one day. Join us in supporting today's #ArtEaters by giving to #UCIGivingDay
- Help us unlock \$10,000 for CTSA students! Just visit <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters
- #UCIGivingDay isn't over yet! #ArtEaters get your gift in before midnight!
- FEW HOURS LEFT! Participate by visiting <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters

Post-event

- A HUGE thanks to everyone who participated in #UCIGivingDay. WE DID IT! The collective support of our entire UCI community has made a difference to all our students, faculty and researchers! #ArtEaters
- Thank you to everyone who made #UCIGivingDay a success. We proved – #ArtEaters GIVE BACK!

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Facebook

Access all up-to-date Facebook posts [HERE](#)

Pre-event (1 week prior)

- On April 25, members of the CTSA community will join together for an extraordinary day of giving back. Giving day, a 24-hour online giving campaign, is a chance for #ArtEaters everywhere to come together to show pride in their alma mater, and provide essential funding to support students and shape the university. Together – in just one day – let's GIVE BACK and make UCI the best possible experience for our students. Mark your calendar and make your gift on 4-25-18 at <https://bit.ly/2F1TIZ5>. #UCIGivingDay
- SAVE THE DATE: UCI Giving Day is on April 25! I'm excited to be part of this day of giving scholarships to CTSA students and hope you'll join me! <https://bit.ly/2F1TIZ5>. #UCIGivingDay #ArtEaters
- Giving Day is an Anteater day of giving. Everyone, anywhere, can participate! Join us at <https://bit.ly/2F1TIZ5> and share how you will make an impact this April 25 #UCIGivingDay #ArtEaters
- It's never too early to get ready for Giving Day! Share what you're doing for this day of Anteater giving on Facebook, Twitter or Instagram! #UCIGivingDay #ArtEaters

Day of event (4/25)

- UCI's Giving Day is NOW! Help us meet our goal of 1-- gifts and 40 student scholarships. Will you join me in supporting today's Anteaters with scholarships? Make your gift today at <https://bit.ly/2F1TIZ5>. #UCIGivingDay
- CTSA needs your help to unlock \$10,000 in challenge gifts! Make a gift now to make a big impact. <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters
- [Name] just made a gift to UCI in support of Giving Day. Our alma mater is important to us, and it feels good to give back. Make your gift today at <https://bit.ly/2F1TIZ5>.
- Join me in participating in Giving Day by making a gift in support of what you love most about UCI. <https://bit.ly/2F1TIZ5> #UCIGivingDay #ArtEaters

Post-event

- A HUGE thanks to everyone who participated in #UCIGivingDay. WE DID IT! The collective support of our entire UCI community has made a difference to all our students, faculty and researchers! #ArtEaters
- Thank you to everyone who made #UCIGivingDay a success. We proved – #ArtEaters GIVE BACK!

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Instagram and Snapchat

Access all up-to-date Instagram/Snapchat posts [HERE](#)

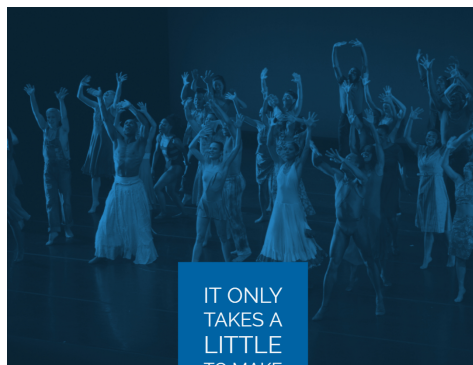
Day of event (4/25)

Help UCI celebrate Giving Day on Instagram (Twitter & Facebook, too)! Post a selfie in your best Anteater gear (morning coffee mugs, car's license plates and throwbacks) and share what you love most about UCI.

Today is the day to give back to UCI! We hope you'll visit and make a contribution <https://bit.ly/2F1TIZ5>
#UCIGivingDay #ArtEaters

Here's our team, celebrating Giving Day! Every gift we receive will help us reach our goal of 100 gifts and unlock \$10,000 for student scholarships.

We're already at [INSERT DOLLAR AMOUNT] for our Giving Day! There's still time to make a contribution –visit <https://bit.ly/2F1TIZ5> NOW! #UCIGivingDay #ArtEaters



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IT ONLY
TAKES A
LITTLE
TO MAKE
A BIG IMPACT.

 #UCIGivingDay #ArtEaters



CREATIVITY
IS UCI'S
GREATEST ASSET



YOUR GIFT,
OF ANY
SIZE,
MAKES AN
IMPACT.

GIVE NOW

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Email

Access all up-to-date Emails [HERE](#)

Pre-event (1 week prior)

Subject Line: Will You Join Us?

Dear: _____

Join me and members of the UCI community from all around the world to participate in an extraordinary day of giving back on April 25. Giving Day is an exciting 24 hour online fundraising campaign to provide essential funding for our CTSA students. It is your chance to support what you love at our university, demonstrate your Anteater pride, and make a BIG IMPACT at UC Irvine.

Many students often struggle to pay for things like art supplies, studio class fees, required private music instruction, texts books, and even food! Mini-scholarships assist with these smaller - and often unsung – costs of an arts education at UCI.

Our goal is to reach 100 gifts and to give at least 40 students scholarships on Giving Day. And you can help!

Your donation, of any size, will make a BIG impact because for every 25 gifts we will unlock \$2,5000 dollars in challenge gifts! That's 5 more scholarships every time we reach 25 gifts. Thanks to our challenge donors Cheryl & Richard Ruszat and Tom Nielsen, if we unlock all of the challenges we will have more than \$10,000 raised.

Together – in just one day – we will transform the lives of 40 students by giving back because it only takes a little to make a BIG IMPACT!

Day of event (4/25)

Subject Line: 3 Easy Steps to make a Big Impact for CTSA Students

Dear: _____

Today is UCI's Giving Day! Please join me and the rest of the UCI community in supporting CTSA student scholarships.

1. Here are 3 easy steps you can do right now to make an impact and help us unlock \$10,000 in challenge gifts.
2. Make a gift at <https://givingday.uci.edu/giving-day/4652/department/7121>. Every gift counts!
3. Share our campaign on social media and tag @CTSA_UCIRVINE.

Forward this email to your friends and family along with a personal note as to why you support our students and how they too can make an impact.

It only takes a little to make a BIG impact. Thank you in advance for joining me as we transform the lives of 40 students by giving back.

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Post event (4/26)

Subject Line: Thank you!

Dear: _____

Thank you for support UCI'S Giving Day. On April 25, we raised _____ with _____ gifts. Thanks to the collective support of alumni, friends, parents, faculty, staff and students, gifts of all sizes came together to provide valuable dollars for student scholarships.

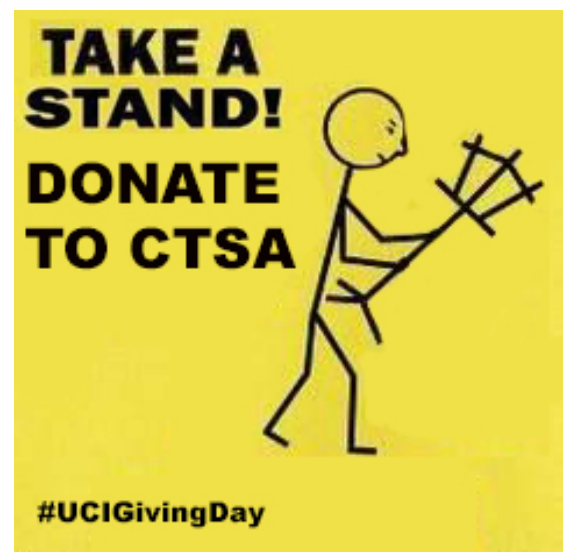
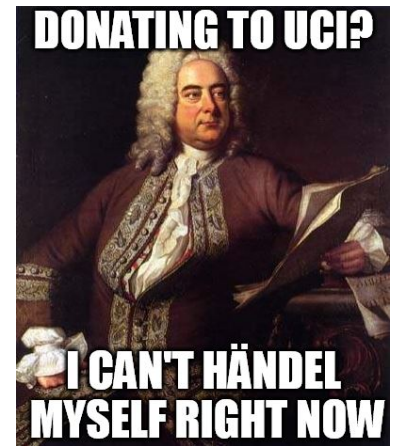
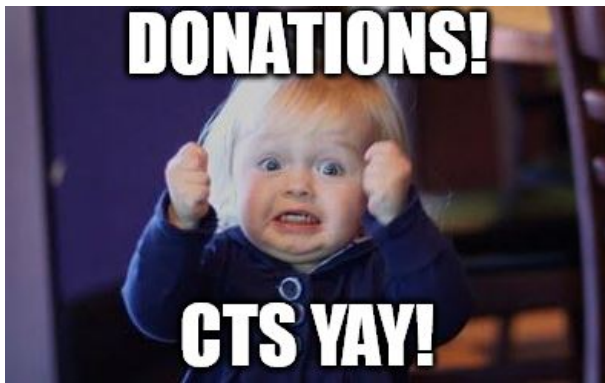
The success of this historic endeavor would not have been possible without your support—thank you!

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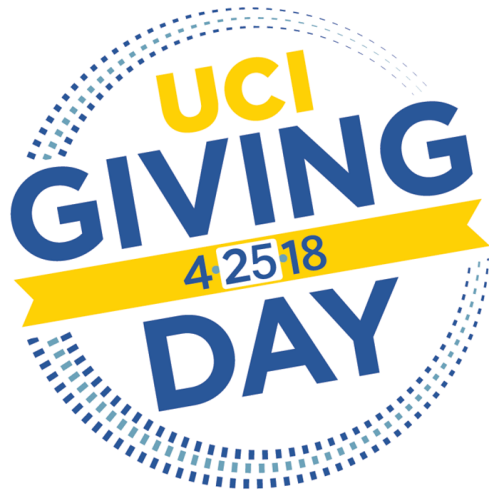
Memes

Access all up-to-date memes [HERE](#)



Thank You!

Giving Day is Wednesday, April 25, 2018. Gifts made between 5:00 p.m. on 4/24/18 and 11:59 p.m. on 4/25/18 through givingday.uci.edu or Giving Day pledge forms will count toward Giving Day.



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