Serve as a Giving Tuesday Ambassador

Aaron Louison ’11, MBA’16
Director, Annual Giving
Brandeis Giving Tuesday
Theme, Concept, Challenge
ONE DAY
NOVEMBER 27, 2018
ONE MATCH
100,000 DOLLARS
ONE GOAL
1,250 DONORS
Brandeis

#GIVINGTUESDAY

WILL YOU BE ONE?
Theme
- “Be ONE for Brandeis”

Hashtag
- #OneForBrandeis

Goal
- $100,000 challenge gift for student scholarships from University Trustee & President of the Brandeis National Committee Madalyn Friedberg IF 1,250 DONORS GIVE ON NOVEMBER 27, 2018

Marketing
- Postcard to all alumni, parents, friends
- A series of videos, both fun and informative, beginning one week before the campaign
- Email campaign on the day before and day of
Brandeis needs your help!
Why Brandeis needs your help…

Think about this...

• How many times has a Yelp review affected your decision to go somewhere?
• Would you buy a product on Amazon if it had only 1-2 stars?
• If your close friend highly recommend a new restaurant, are you more likely to try it?
• Has a Rotten Tomatoes score ever influenced your desire to see a movie in theatres?
• Your favorite celebrity endorse a new product, do you think about trying it?
Peer Recommendation & Trust

Social proof is important for online decision making.
Social Proofing

Your opinion matters!

By recommending Brandeis Giving Tuesday and publicly stating your support, you will encourage others to give.

You are the Social Proof to your peers that giving back to Brandeis is awesome.
What can you do to help?
Serve as an Online Ambassador

You can…

• Rally the troops and inspire your networks to give!
• Make the e-celebration fun!
• Help further Brandeis’ cause & mission!
• Show off why Brandeis is important to you!
How do you do that?

It's simple!

Use your networks and tools you already have – ambassadors do not need to have social media.

- Email
- Social Media
- Word of Mouth

Sharing is caring!

Using technology – personal fundraising link
Share personal stories and anecdotes with your fundraising pitch!

Ideas to think about for your emails, social posts, etc.

• What is your favorite Brandeis memory?
• What is your favorite place on campus? Why?
• What was your favorite class/professor?
• What made you decide to come to Brandeis?
• Who was the first person you made a lifelong connection with at Brandeis?
Signing Up

You’ll receive an email with account creation instructions, or you authenticate through Facebook.

You can go to givingtuesday.brandeis.edu to sign up.
Track Your Progress!

The more you share, the more chances for your friends to give.
Integrate your personal link into what you’re already going to do – email or social, use what you know best!

See which of your friends & fellow alumni are giving – track your impact!
We even have a toolkit to prepare you!

We have...
- Images that are sized for Instagram, Facebook & Twitter
- Sample social media posts & emails

Visit...
giving.brandeis.edu/toolkit

Or...
Sign-up as an Ambassador and the toolkit samples are included in your personal fundraising page
# Volunteer Toolkit

## Shared Documents

Use these documents provided to you by Brandeis University to help spread awareness of Brandeis Giving Tuesday 2018

### Example Email Templates

Email prompts ambassadors can use to email friends and encourage participation

### Social Media Tool Kit

Example social media posts for #givingtuesday

### Facebook Images

Facebook images to download

### Twitter Images

Twitter Images to download

### Instagram Images

Instagram Images to download
5 Next Steps
Brandeis Giving Tuesday next steps

• Go to givingtuesday.brandeis.edu to sign up as an ambassador
• Download sample images and text to help you with your pitch
• Think about your Brandeis story & with whom you will share it
• Get excited for Brandeis Giving Tuesday!
• Consider giving early! giving.brandeis.edu/early
• On November 27 – Share!