

—  ST. FRANCIS COLLEGE —
#GI  ING TUESDAY™



Ambassador Toolkit

Thank you for your interest in volunteering for Giving Tuesday, December 3rd, an international day of giving. Always the Tuesday after Thanksgiving (Black Friday - Cyber Monday - Giving Tuesday), it's a day to give to the charity or non-profit of your choosing! St. Francis College is participating for the 5th year and we need Ambassadors to help spread the Franciscan word! And if you aren't able to make it in, but would like to help us with sharing, join the Social Squad by sharing all our posts, participating through a donation. (We'll send you a shout-out and a little something!)

This toolkit is meant to provide you with everything you need to know as an Ambassador. It will cover basic expectations, reasons to join the movement, step-by-step ways to share what we are doing. The information provided can be tweaked as you see fit, but gives you a great start on making this a successful for effort for the entire SFC community. If you need any help or have any questions, please contact email Ben at bciesinski@sfc.edu or call 718-489-5361. Go Terriers!

Expectations:

- Push out Giving Tuesday stories, updates, and successes on your social media outlets. At the minimum, share stories and posts being sent from SFC socials AND/OR a combination of online presence and in-person efforts on Tuesday, December 3rd.
- Wear your Ambassador shirt on Giving Tuesday and any days leading up to it.
- Create a fundraising page, make a donation of any amount to it. Create a team if you can!
- Help us make phone calls to reach our supporters for this important effort.

Benefits:

- A limited edition, Ambassador T-shirt
- 3 extra tickets in the raffle for the prizes, in addition to any other tickets you accrue.
- A position or experience to mention on your resume, or in interviews.
- Establish a relationship with the Office of Advancement for future opportunities of involvement.
- Credit for volunteer hours if you are an Endowed Scholar (and possibly other clubs/organizations in which you are involved)

How to earn incentives:

Students can earn tickets in 5 different ways:

1. Make a donation at (www.sfc.edu/givingtuesday). No matter how big or small, your gift to #SFC makes a difference.(1 entry)
2. Create a fundraising page and make a gift of any amount to your page. (2 entries)

3. Share your Giving Tuesday love on social media sites with #SFCgives and #TerrierPride (1 entry per Instagram, Facebook, Twitter, or LinkedIn)
4. Make 1 hour of phone calls during the phonathon on Giving Tuesday (3 entries)
5. Earn 1 entry for every \$25 you raise on your personal fundraising page. (1 entry per \$25)

Student Prizes:

- Grand Prize: A Pilgrimage to Assisi or a Study Abroad Experience*
- 2nd Prize: (3) You and 3 friends can fill a Suite at the Barclays Center with pizza. Sponsored by Student Activities
- 3rd Prize: (4) \$50 metro cards

The winner of the prize will be drawn on Monday, December 9th during activity hour in the in cafeteria. You need not be present to win, but we hope to see you there.

**Must be a current student in academic year 2021. If you fall out of the parameters to this, a mutually agreeable Barclays Center event substitution.*

Non-Student Prizes:

The first 160 donations of \$25 or more will be entered into a raffle. Prizes include (2) Two tickets to the Barclays Center suite to your event of choice*. Winners will be notified on December 4, 2019. Good luck!

*Event options include The Strokes 12/31/19, The Lumineers 2/13/20, Harlem Globetrotters 2/16/20, Jurassic World Live Tour 2/23/20, Niall Horan 4/29/20, Brooklyn Nets game (date to be mutually agreed upon by winner & SFC).

Guide to Sharing

You should share your own page or team page (if applicable). All pages have a unique text code or website.

Main page examples:

Link to Share: <https://app.mobilecause.com/vf/SFCGives>

Text to Donate: Text SFCGIVES to 71777

How to Prepare

- Post your personal reason/experience for supporting St. Francis College
 - Remember, what you post should be authentic and appropriate for you and your friends
- Make a gift and share the link: <https://app.mobilecause.com/vf/SFCGives>
- Make sure that you are following St. Francis College's social accounts
 - <https://www.facebook.com/SFCAlumni>
 - <https://twitter.com/sfcalumni>
 - <https://www.instagram.com/sfcalumni>

Ideas on How to Support

- Text or email 10 friends to donate \$10 each.
- Make a \$25 donation to yourself and ask 3 colleagues to match your efforts.
- Record and share a "selfie" video explaining why you support St. Francis College and share across all social media.
- Post an "Unselfie" and share the text to donate keyword (Text SFCGIVES to 71777 to donate!)

Keep communicating, asking, posting, and sharing, and always include the URL and/or text SFCGIVES to 71777. The more frequently you ask and post, the more you will raise.

Ideas for posts:

Social Media

For social media, we recommend sharing a picture along with the post.

Tomorrow is the big day! Giving Tuesday is here! I am participating in Giving Tuesday and fundraising for St. Francis College to help make sure (what will be overcome with your fundraising dollars). Please join my campaign by texting KEYWORD to SHORTCODE or going to LINK.

I'm at (XX)% of my goal! I am working towards raising \$(xx) for St. Francis College to help them (what will be overcome with your fundraising dollars). Tomorrow I am participating in Giving Tuesday. Please help me achieve my fundraising goal before the big event. Join my campaign with a donation of any amount by texting KEYWORD to SHORCODE or going to LINK.

Texts

Looking to change lives? Join us and participate in **St. Francis College** and fundraise to help **St. Francis College**. <http://igfn.us/vf/SFCGives>

We're on a mission to raise **\$150,000**. You can help! Join us today and be a part of Team St. Francis College. Learn more: <http://igfn.us/vf/SFCGives>

St. Francis College needs more heroes like you! Help us fundraise to help current and future Terriers reach their Big Dreams. We provide your own fundraising site and support tools: <http://igfn.us/vf/SFCGives>

Team SFC wants you! Help us raise awareness and donations to help current and future Terriers reach their Big Dreams at St. Francis College. It's easy and fun! Learn more: <http://igfn.us/vf/SFCGives>

Social Media Posts

Looking to change lives? Join us and participate in **St. Francis College** and fundraise to help **St. Francis College**. <http://igfn.us/vf/SFCGives>

We're trying to raise **[DollarAmount]** to [What the money will be used for]. You can help! Join us today and raise funds for us in St. Francis College. <http://igfn.us/vf/SFCGives>

Support **St. Francis College** by supporting **St. Francis College** as a fundraiser. We provide the support and tools to help you succeed. You'll be making a difference for a cause you love. <http://igfn.us/vf/SFCGives>

Looking for a few great people! Be a hero for St. Francis College by fundraising in support of Giving Tuesday. We provide a fundraising website and support tools. You will make a difference, change lives, and benefit from great karma. Don't wait! Join us today and feel the love! <http://igfn.us/vf/SFCGives>

Join us for the fun by becoming a St. Francis College fundraiser for St. Francis College on December 3rd. We provide a dedicated fundraising website and support tools. Most of our fundraisers find it easy to meet and exceed their fundraising goals! Change lives and have a great time doing it! <http://igfn.us/vf/SFCGives>

FAQs for Fundraisers

Q: How do the funds I raise benefit St. Francis College?

A: Giving Tuesday dollars raised support the Fund for St. Francis, also called the Annual Fund. The Annual Fund supports every aspect of the college (operating), generally where it is needed most. *Believers* can choose different area of the annual fund. Supporting SFC where most needed is truly a Franciscan gift.

Q: Why is raising funds for St. Francis College during St. Francis College so important?

A: Donor support is critical to St. Francis College. A large percentage of our operating expenses come through meaningful gifts from individuals, like you. During the campaign, we hope to raise \$150,000 which is a great start to reach our goal of bridging the gap between tuition dollars and the expenses required to run the College each year.

Additionally, securing a broad base of support from our community demonstrates our value to corporate and foundation funders and brings more awareness to SFC.

Q: How do I share my page with friends and family?

A: Use the social share buttons on your personal fundraising page to send messages with the donation form to your friends and family. You can also use your personal URL or keyword to share your page—add the link to your email signature or your social media profiles.

Your personal keyword is a great way to share your campaign verbally. When you are chatting with people about your fundraising efforts, ask them to pull out their cell phones and text your personal keyword to 71777.

Q: What is my personal URL and Text keyword?

A: Your URL and Keyword are in the email that you were sent when you registered as a fundraiser. This email also has a link for you to change your password and edit your page. We recommend keeping it available to you during the campaign.

Q: Who can give during St. Francis College?

A: Anyone can give to St. Francis College! Even if you don't think someone will be interested in SFC they may be interested in supporting you and learning more about why St. Francis College is important to you. Make sure to share your story and explain, in your own words, why St. Francis College is important to you and how it has impacted your life.

Q: My friends and family can't afford to give a lot, is that ok?

A: Yes! Even a gift of \$5 will make a difference. When St. Francis College approaches foundations and corporations for larger grants, they look at community support when making funding decisions. One of the ways to demonstrate community support is through a growing donor base. So, every small gift is important in that it can be a critical part of helping to secure a large gift.

Q: Are the donations secure?

A: Yes! Our donation forms are all PCI-Level one compliant which is the highest level of transaction security available.

Q: Can international donors contribute?

A: Yes! However, due to security reasons, certain countries may have limited access. If someone in another country is having trouble giving, we recommend that they call the Advancement Office at St. Francis College to process their gift over the phone. Their gift will still be attributed to you and counted toward your goal.

Q: How do I personalize my page? What can I personalize?

A: Click “Edit My Page” on the email you were sent when you signed up. You can add a picture (square pictures with a 1:1 ratio work best), change your goal, and write a personal message about why St. Francis College and campaign is meaningful to you.

Q: How will I know if someone donated to my campaign?

A: You will receive an email when someone makes a gift to your campaign. Even though they get an automatic thank you note from St. Francis College, it is a great idea to reach out to them and thank them personally for their help.

Q: How often should I reach out to family and friends?

A: Every day leading up to Giving Tuesday and throughout the day on December 3rd!

Statistics show, the more often you ask, the more you will fundraise. In one study, those who sent more than 25 emails fundraised as least \$1,300.

Use different channels to reach people—email, social media, text message, and phone. It can take up to 12 impressions to get the average donor to give.

Q: My friend made a gift, but the gift didn't get applied to my page. What should I do?

A: Reach out to Ben Ciesinski at St. Francis College with the donor name, gift amount, and phone number. It may take up to 5 business days to have the gift moved.

Q: What types of gifts are accepted during St. Francis College?

A: Gifts through credit card or PayPal using your personal giving form are the easiest and get immediately counted towards your fundraising goal. However, if someone wishes to make a gift via check, please send it to St. Francis College with your name in the note section and it will get counted towards your fundraising goal. Alert Ben Ciesinski that the check is on the way for instant recognition on your page.

A: Are gifts made to St. Francis College tax deductible?

A: Yes! St. Francis College is a tax-exempt organization under IRC 501(c)(3). Contributions are tax deductible to the full extent allowed by governing laws. Donors will receive a tax receipt for their contribution within moments of making their gift.