#GIVINGTUESDAY™
DECEMBER 2

Social Media Ambassador Toolkit

December 2, 2014

College of smart is our art.

Doane.edu/giving-tuesday
Dear Friend,

Doane College is an important part of my life. That’s why I’m supporting the College on #GivingTuesday.

Following Black Friday and Cyber Monday, #GivingTuesday is a global call to action on December 2nd to give thanks and do good by supporting nonprofits that make a difference in the community.

Did you know that Doane College is nationally recognized for its academic excellence, low student debt, and focus on student leadership? Doane College has been named for the fifth time to the Colleges of Distinction guide for 2013-2014 and named “Best in the Midwest” by The Princeton Review. Students in the 2013 entering class came from 14 different states and 135 different high schools. Ninety-three percent of Doane’s most recent graduates were either employed or attending graduate school within six months of graduation. Thanks to people like you, 100% of the 2013-2014 entering students were awarded financial aid.

I’m helping Doane College reach a goal of at least 142 donors on #GivingTuesday for Doane’s 142nd birthday. The Chairman of the Board of Trustees has even offered to give $100 for each Young Alum (2004-2014) that donates at least $50 up to a total of $14,200. Please join me! Visit doane.edu/giving-tuesday to:

- Become a Social Media Ambassador and spread the word about Giving Tuesday.
- Download the Ambassador toolkit full of shareable information about the importance of college scholarships.
- Donate to Doane College during Giving Tuesday on Dec. 2nd. Your gift will help Doane students and programs.

I can’t think of a better investment than in the education of our future. I hope you’ll agree. Please join me in supporting Doane College.
Call to Give Email – Day of Event

SUBJECT: Today’s the Day - #GivingTuesday is here!

Dear (friend),

Today is #GivingTuesday, a day to give back to participating nonprofit organizations and kick start the giving season. With less than 24 hours left to give, I’d like to invite you to support Doane College to provide scholarships and resources for programs that support students and faculty.

The chairman of the Doane College Board of Trustees has even offered to give $100 for each Young Alum (2004-2014) that donates at least $50 up to a total of $14,200. This is a great opportunity to make your gift go even farther!

Your support will contribute to the success of our students and excellent, accessible higher education. Gifts come in many sizes, in many ways and enhance all areas across the college. Every gift is important and can go towards the program of your choice or the Doane Fund to help promote scholarships and faculty development.

Be part of the Doane Family and join me in making a difference. Visit doane.edu/giving-tuesday to make a gift of any size. Please share this message with your friends, family and colleagues!

Sincerely,

(name)
#GivingTuesday

Doane College

Social Media: Suggested Facebook Posts

Tell your friends, family and colleagues why they should support Doane College on #GivingTuesday! Copy, paste or personalize the below suggested Facebook posts to help spread the word. With your voice, Doane will be able to reach our goal of 142 donors.

**Before December 2\(^{\text{nd}}\)**

- What is #GivingTuesday? A day TUE give! Get it? #humor Learn more: doane.edu/giving-tuesday
- Ask me about my profile picture! Doane.edu/giving-tuesday
- #GivingTuesday > #BlackFriday > #CyberMonday Here’s what you need to know: doane.edu/giving-tuesday

**On December 2\(^{\text{nd}}\)**

- Happy #GivingTuesday! Help spread the <3 for Doane College and the message of giving around the world. Doane.edu/giving-tuesday
- Doane Young Alumni: The Chair of the Board of Trustees will give $100 for each young alum that donates at least $50. TODAY ONLY! Help us reach 142 donors. #GivingTuesday
- Take an #Unselfie for Doane College and share it on the Doane College Alumni facebook page!
- #GivingTuesday is an international day of giving. I’m showing support for my alma mater – Doane College! Doane.edu/giving-tuesday
- Support Doane College on #GivingTuesday! Did you know that 100% of the 2013-2014 class used financial aid? You can help the next generation! Doane.edu/giving-tuesday
- It’s #GivingTuesday and there’s less than 24 hours to give! Join me in donating at doane.edu/giving-tuesday and give back to the Doane College community.
- Your donation, your choice! Give to the Doane Fund or any program of your choice. Doane.edu/giving-tuesday
Tell your friends, family and colleagues why they should support Doane College on #GivingTuesday! Copy, paste or personalize the below suggested Tweets to help spread the word. With your voice, Doane will be able to reach our goal of 142 donors.

**Before December 2nd**

- Wondering what #GivingTuesday is all about? It's a global day of giving for everyone. Doane.edu/giving-tuesday

- #GivingTuesday is a day for everyone, everywhere to GIVE in their own way! Learn more: doane.edu/giving-tuesday

- Support @DoaneCollege on #GivingTuesday! Give to Doane and support student and faculty. Dec. 2

- I’m part of the story. Are you? Join me and support @DoaneCollege on #GivingTuesday Dec. 2.

- #GivingTuesday > #BlackFriday > #CyberMonday. Here’s what you need to know: doane.edu/giving-Tuesday

- What is #GivingTuesday? A day TUE give! Get it? #humor. Learn more: doane.edu/giving-tuesday

**On December 2nd**

- Happy #GivingTuesday! It doesn’t matter how much you give Or what you give Only that you give doane.edu/giving-tuesday

- Happy #GivingTuesday! Celebrate by donating to @DoaneCollege. Doane.edu/giving-tuesday

- Spread the word! $100 match for every $50 donated by young alumni. Doane.edu/giving-tuesday

- Have you taken your #GivingTuesday #UNselfie? Tell us why Doane College matters to you!

- Help spread the word! Share the <3 It’s #GivingTuesday. Doane.edu/giving-tuesday

- It’s #GivingTuesday! Less than 24 hours left to give! Join me, support @DoaneCollege and give. Doane.edu/giving-tuesday
Join the #UNselfie Movement

Download the #UNselfie sheet at doane.edu/giving-tuesday. Share your #UNselfie on the Doane College Alumni Facebook page or email them to alumni@doane.edu.
Go to the website and right click/save the graphic.

Questions?
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