



# Advocate Toolkit

## BACKGROUND



Thursday, October 24 us Bryant Giving Day, a 24-hour online event asking Bulldogs from around the world to come together to show their support for Bryant by making a gift of any amount to a fund of their choosing.

This toolkit contains background, key messaging points to share as well as sample messages for you to copy and paste through your social media accounts and personal email. You can help Bryant by becoming a Giving Day Advocate and making your own gift.

## SPREAD THE WORD



This is your chance to **speak out and tell your Bryant story on your social networks**. Share the sample copy below on your social profiles (or create your own):

### BEFORE OCTOBER 24:

- o **#BryantGivingDay** is October 24! Join me in supporting [insert favorite Bryant Cause/Unit].
- o October 24 will be one of the most exciting 24 hours on the Bryant calendar this year. Join me on **#BryantGivingDay** and [insert key message].
- o Sign up to be a **#BryantGivingDay** advocate and win free swag: [givecampus.com/schools/BryantUniversity](http://givecampus.com/schools/BryantUniversity)

### ON OCTOBER 24:

- o Hey, Bulldogs! Let's rally today for **#BryantGivingDay!** Let's be a part of something BIG! Visit [givingday.bryant.edu](http://givingday.bryant.edu) [or insert your personal fundraising URL to get credit] now.
- o Calling all Bryant Bulldogs. Now's your chance to participate in the most exciting 24 hours on the Bryant calendar. Make your gift now and make a difference for Bryant. [Insert your personal URL]
- o Celebrate the memories that made a mark on your Bryant experience with a gift now: [Insert your personal URL]
- o Today is **#BryantGivingDay!** Every gift you make today will be matched dollar-for-dollar! Be a part of something big and make your gift now [Insert your personal URL].

[Givingday.bryant.edu](http://Givingday.bryant.edu)

**#BryantGivingDay**

**#BeBryant**



We'd love if you could refer to Bryant University through @ tags when posting on social media so we can engage with your posts! Our @ tag is "**@BryantUniversity**" on Twitter, Instagram, and Facebook – and don't forget to use **#BryantGivingDay**.

# HELPFUL SHARING TIPS



1. We love seeing your photos and videos! Please share as many as possible, and don't forget to tag us in your photos.
2. Try sharing different types of posts on different social media platforms. Mixing up your content can help keep viewers engaged.
3. By spreading out your content (instead of posting all of your photos at once), you can increase the number of people who view and engage with your posts. The more people who see your posts, the better!
4. Don't forget to include your unique advocate URL. The more people who give through your personalized fundraising link the more Bryant swag you will receive.

## EMAIL YOUR FRIENDS & FAMILY

Don't Forget: Include your unique Advocate URL to be counted!



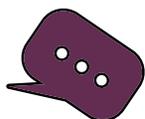
### SAMPLE MESSAGE:

Hey, Bulldog [you probably shouldn't refer to your friends or loved ones as a bulldog; replace bulldog with their name]!



[exchange pleasantries: "It was great to see you at Reunion..."]

Today, we have a chance to be a part of something big at Bryant. When you make a gift on **#BryantGivingDay**, you're joining thousands of Bulldogs in [insert personal message].



Visit [ Personal URL] and join me helping Bryant reach the goal of [insert department goal or challenge]. Thank you in advance for your generosity.

[closing],  
[Your name]

## SIGN UP TO BE A BRYANT GIVING DAY ADVOCATE

Sign up for an account with our partners at GiveCampus to streamline the giving process and take advantage of enhanced functionality!

Create account [Login](#)

[Sign up with Facebook](#)

\*We'll never post to Facebook without your permission.

Or sign up with email

Name

\*Email

\*Password

College

Grad School

Primary / Secondary

[Sign up](#)

\*indicates required fields

Visit [givingday.bryant.edu](http://givingday.bryant.edu) for instructions on how to sign up or [givecampus.com/schools/BryantUniversity](http://givecampus.com/schools/BryantUniversity) and click "sign up" to cut to the chase and get started.

*GiveCampus helps connect donors to their peers to making giving to and getting involved with a campaign more meaningful. With the Advocate features on GiveCampus, spreading the word about **#BryantGivingDay** is easy, fun, and rewarding. You can help other donors' gifts go further, add your own story to the campaign, and even track how many clicks, gifts, and dollars your outreach is driving in real-time.*

Thank you again for taking to being Bryant. We truly appreciate your efforts to make a difference in our community.