



FOUNDERS' DAY OF GIVING

AMBASSADOR TOOLKIT

WICHITA STATE UNIVERSITY | [WICHITA.EDU/GIVINGDAY](https://www.wichita.edu/givingday)



Help us spread the word about Founders' Day of Giving and encourage fellow Shockers to join the celebration as we work together to **LIFT SHOCKERS UP!**

As a Founders' Day ambassador, you help create excitement about Wichita State's annual day of giving before and during the campaign. We're asking you to spread the word using resources provided in this toolkit to expand the reach of Shocker Nation.

AMBASSADOR EXPECTATIONS

CONTENTS

FAST FACTS.....2
HOW TO POST.....3
SOCIAL MEDIA EXAMPLES.....6
OTHER WAYS TO SPREAD THE WORD.....7

- 1 Promote Founders' Day of Giving before and during the campaign to your personal network.** You can use the following pages for ideas on how to share your personal message and where to share it.
- 2 Make a gift on Founders' Day.** While it's not required, we encourage each of our ambassadors to support the program that means the most to you. One of the best ways to encourage others to give is to share why you gave to a specific program.
- 3 Have fun!** Founders' Day is a celebration of our history and all the ways we are working to ensure future Shockers have access to an incredible experience at WSU. Share a photo showing off your Shocker pride and use our hashtags #ShockersGive and #GiveWSU

FAST FACTS

WHAT:

Our Founders' Day of Giving is a 24-hour philanthropic event that inspires generosity through urgency and giving challenges on a specific day. This will be Wichita State's second annual giving day.

WHO:

Founders' Day is meant to bring together all of Shocker Nation, from alumni, students and employees to parents and friends of the university. The more people who are involved, the greater the impact we can make in the lives of future Shockers!

WHY:

Hosting a giving day creates an annual event designed to promote the many individual programs across campus in need of funding to provide better support for students. Whether it's academic departments, athletic teams or student-facing organizations, every dollar makes a difference.



LAST YEAR WE RAISED

NEARLY \$186,000

FROM

600+ DONORS!

HOW TO POST

FOR ALL POSTS WE RECOMMEND INCLUDING:

- A tag for @ShockerConnect, @WichitaState or any other group or program you are posting about.
- Your personal fundraising link or the URL to Wichita.edu/givingday.
- The hashtag #ShockersGive or #GiveWSU.

You can search our hashtags to be inspired by examples from last year's Founders' Day posts, or use some of the following prompts to craft your own message. Still don't know what to post? Keep it simple and share posts from our Shocker Connect account on all social media platforms!



SUGGESTED POSTS

SAVE THE DATE:

- Save the date for our second annual Founders' Day of Giving!! Join us on September 14 to support the scholarships and programs that create opportunities for thousands of students. #GiveWSU
- Don't miss Founders' Day of Giving! 24 hours to make a lasting impact. Save the date for September 14th. #ShockersGive
- Save the date! Founders' Day of Giving is back for our second annual 24-hour giving drive. #ShockersGive

ONE DAY AWAY:

- Tomorrow is Founders' Day of Giving! Join the Shocker community for our 24-hour celebration and support what means the most to you at WSU! #ShockersGive #GiveWSU
- TOMORROW! Join me for Founders' Day of Giving to support Wichita State students! Find your passion at Wichita.edu/givingday. #GiveWSU

MORNING OF:

- Founders' Day of Giving is here! See the difference your gift can make when we come together to advance the mission of Wichita State!
- It's Wichita State's Founders' Day of Giving! Join me in supporting [PROGRAM] and make a lasting difference in the lives of students at WSU.
- Join Shocker Nation and share your WSU pride by making a gift today as a part of Founders' Day of Giving. Visit Wichita.edu/givingday to find your passion!

EVENING OF:

- There are only a few hours left to be a part of Founders' Day of Giving! Explore our areas of need at Wichita.edu/givingday and help us support students at Wichita State.

CONSIDER ANSWERING THE FOLLOWING PROMPTS IN YOUR POSTS:

- I gave to WSU (or program name) because...
- To me, Wichita State means....
- Join me on Founders' Day in supporting...
- My favorite memory from my time at WSU was...

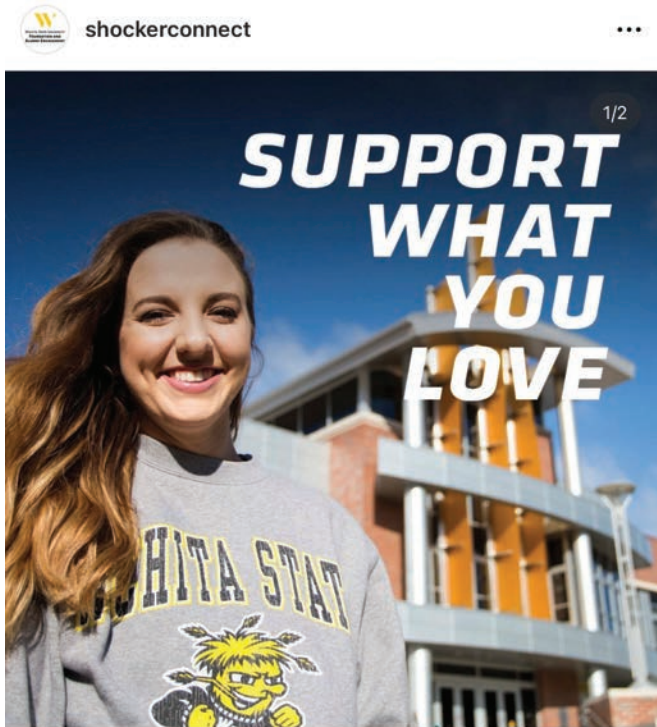




POSTING AFTER FOUNDERS' DAY

“Thank you to everyone who joined me in supporting Wichita State on Founders’ Day of Giving. Together we helped advance the mission of WSU!”

SOCIAL MEDIA EXAMPLES



Liked by eselbe2020 and 13 others

shockerconnect Founders' Day is here! Visit Wichita.edu/GivingDay to support what you love and make a difference in students' lives.



140 likes

shockerbowling Just a few more hours left to support our student athletes during Founder's Day today! We're asking if you can donate \$22 in honor of our 22 National Titles, to help more Shockers chase the dream of a national championship! If you are unable to donate, please share! To donate or for more info, visit <https://fundraising.idonate.com/wichita.../> Shocker-Bowling #givewsu #ShockersGive @wsufoundation



Liked by wichestatesa and 69 others

wsudiversity Today is the day! Starting now we need all Wichita State University alumni, family and friends to celebrate our history and invest in our future for our first ever Founders' Day of Giving. Show your Shocker Pride and support the Office of Diversity and Inclusion! Go to wichita.edu/GivingDay and #GiveWSU.



Liked by wichestabsu and 19 others

wichestatesga Save the Date! September 14 is WSU's first annual Founders' Day of Giving. Join Shocker Nation for this 24-hour event to help support the scholarships and programs that create opportunities for thousands of students at Wichita State. SGA is excited to raise money for the Shocker Support Locker and our amazing agencies! #GiveWSU

OTHER WAYS TO SPREAD THE WORD!

SEND A TEXT MESSAGE

We recommend sending three text messages over three days (one per day) to five to ten people. Do not include the link in your first message; instead, try to park a conversation and be ready to send your personalized link when someone expresses interest.

We've included templates for you to use, but please customize them as much as you would like! Texting is highly personal, so the more it sounds like you, the better!



SUGGESTED DATE

SUGGESTED TEXT

OBJECTIVE

SEPTEMBER 13

Hello NAME! Wichita State's Founders' Day of Giving is tomorrow. I'm supporting _____ because together, we can advance the mission of Wichita State. Would you be interested in learning more?

Try to spark a conversation about Founders' Day and the cause you are supporting. Tell them why it is important to you and why you've decided to be an ambassador to help raise funds.

SEPTEMBER 13

Hi NAME! I'm reaching out to a few friends because tomorrow is WSU's Founders' Day of Giving! I'm supporting _____. Are you planning to make a gift tomorrow?

An alternative option for sparking a conversation. This message is likely to lead to a yes or no response, so be ready to change their mind if they say no! Tell them why it is important to you and why you've decided to be an ambassador. If they respond yes, share your link with them.

**SEPTEMBER 14
(MORNING)**

Hi again! Founders' Day of Giving is underway and we have a chance to support so many incredible programs at Wichita State. I've set myself a goal of securing five donations for _____. I've made the first gift, will you join me?

Challenge them to join you in giving to your chosen cause. Feel free to include how much you gave and suggest an amount for them to give.

**SEPTEMBER 14
(MORNING)**

Hi again! We just kicked off our 24-hours of fundraising for WSU's Founders' Day of Giving. I'm grateful to be supporting a program that is important to me - _____. Is there a program you might be interested in supporting?

An alternate option for launch day! In this version you're still sparking a conversation about what they care about, versus making a direct ask. Be ready to follow up!

**SEPTEMBER 14
(EVENING)**

So far, _____ has received \$____ in support! Would you be able to join me in making a gift of \$__ to help us reach our goal of \$__?

Provide an update for Founders' Day and specifically for the cause you're championing.

**SEPTEMBER 14
(EVENING)**

NAME, I'm so proud of Shocker Nation!! Founders' Day is almost over, and so many donors have made an enormous impact already. Did you make your gift yet? There's still a little time left!

This is a more general message to get late donations toward the end of the giving day. Focus on the overall results and ask if they are one of the many donors.

SEPTEMBER 15

THANK YOU for your support of _____ on Founders' Day! Together, we are advancing Wichita State. Donations are still being counted, but it looks like we raised more than \$____. AMAZING!!

Say thank you to the people who told you they would donate. This is an important stewardship step to ensure they know they matter!

MAKE A PHONE CALL

We recommend making one phone call to ten friends. While you can make calls before Founders' Day, making them the day of is ideal. If they don't answer, always leave a message.

A phone conversation can go in many directions, so we're providing talking points rather than a specific script. Keep the conversation real and genuine!



POSSIBLE PHONE TALKING POINTS

- Catch up with your friend before jumping into the conversation about Founders' Day.
- Founders' Day of Giving just started. It's a 24-hour fundraising effort where thousands of alumni, parents, faculty, staff and students come together to support Wichita State.
- People are supporting nearly every program at WSU. Today is about making a difference in the program you feel most passionate about.
- I'm supporting _____ and why.
- If you were going to donate, what would you want to support? What programs are important to you?
- You can make a gift of any amount at Wichita.edu/givingday. It's easy – I've already done it myself!
- Do you think you'll make a donation? Would you like me to text you the link so you can do it from your phone?
- Thank your friend for their support or for considering it.
- Let them know you'll keep them updated on the fundraising progress as the day goes on.

VOICEMAIL SCRIPT:

Hi NAME, it's YOUR NAME. I'm calling a few friends today about Wichita State's Founders' Day of Giving and you came to mind! I'd love to chat with you about this if you have time, but long story short, I've just made a donation to support _____. I'm supporting this program because _____. Would you be willing to match my donation to help increase our impact? It's easy to give online at Wichita.edu/givingday, or I can text you the link. Feel free to give me a call back or shoot me a text. I hope all is well with you and we can chat soon. Thank you in advance for your support! I'm excited to see how big of an impact we're able to make for Shocker Nation!

SEND AN EMAIL

Some of your contacts may be more receptive to an email instead of a text or phone call. Here are a few prompts to get you started, but be sure you customize them to include your personal story. And don't forget to include your personal fundraising link!

BEFORE FOUNDERS' DAY:

Subject line: Join me for Wichita State's Founders' Day!

Dear NAME,

Wichita State's second annual Founders' Day of Giving is coming up on September 14th, and I wanted to ask if you would join me in supporting _____.

I'm planning to support this program because _____.

Shocker Nation can accomplish even more with our combined efforts. Will you join me in supporting _____ at Wichita State? You can give to the program using this link _____, or explore other areas at Wichita.edu/givingday.

Thank you for your support!

With Shocker Pride,
NAME

DAY OF:

Subject line: : WSU's Founders' Day of Giving is here!

Dear NAME,

Today is Wichita State's second annual Founders' Day of Giving, and I want you to join me in supporting _____. I'm supporting this program because _____.

Shocker Nation can accomplish even more with our combined support. Will you match my gift for _____ at Wichita State? You can give easily using this link _____, or find a different program to support at Wichita.edu/givingday.

Thank you for considering making a gift to Wichita State!

With Shocker Pride,
NAME





— THANK YOU —

WICHITA STATE UNIVERSITY | [WICHITA.EDU/GIVINGDAY](https://wichita.edu/givingday)