



— **FOUNDERS' DAY OF GIVING** —

# AMBASSADOR TOOLKIT

WICHITA STATE UNIVERSITY | [WICHITA.EDU/GIVINGDAY](https://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 third 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 \$135,000**

**FROM**

**300+ DONORS!**



# HOW TO POST

## FOR ALL POSTS WE RECOMMEND INCLUDING:

- A tag for @ShockerConnect, @WichitaState and any other group or program you are posting about.
- Your personal fundraising link or the URL to [Wichita.edu/givingday](https://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 third annual Founders' Day of Giving!! Join us on September 17 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 17th. #ShockersGive
- Save the date! Founders' Day of Giving is back for our third 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](http://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](http://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](http://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

wsudiversity



Kyla Gordon

Will Butler



Liked by shockerconnect and others  
 wsudiversity When asked "What do you love most about the Office of Diversity and inclusion?" here's what these students had to say:

Kyla Gordon- my favorite thing about ODI is how at home I feel, it's like walking into a room and all my favorite people are there. I know that I can be myself in this office.

Will Butler- Being in the ODI allows me to escape from reality by spending time with people that I share similar experiences with and I know I'm not alone.

shockerconnect



Liked by lilsueparker and 16 others  
 shockerconnect TODAY IS THE DAY! Founders' Day of Giving is here and it's time to support what you love at Wichita State!  
 Your generosity today helps us provide important services and experiences for students all year long - find your passion and give now!

wichitastatesa



WICHITA.EDU/GIVINGDAY



Liked by gvrmentv and 17 others  
 wichitastatesa We are exactly one week away from making history in Shocker Nation! Join us on September 14 for Founders' Day where you can impact and empower so many students by allowing them to advance their education at Wichita State University.

wsubusinessschool



Liked by wichitagreeks and 36 others  
 wsubusinessschool 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 #ShockerBusiness

# 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 10 people. Do not include the link in your first message; instead, try to spark 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 16**

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 16**

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 17  
(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 17  
(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 17  
(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 17  
(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 18**

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](http://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](http://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 third annual Founders' Day of Giving is coming up on September 17th, 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](http://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 third 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](http://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)