



Social Media Ambassador Kit

Welcome to #MCGiveDay **and thank you** for being a part of this amazing event.

What is #MCGiveDay?

A day dedicated to philanthropy, in which we are encouraging alumni, students, parents, friends, faculty and staff to come together and make a gift to the College to reach our goal of 850 donors in 24 hours. Our second annual day of giving will take place on March 28, in honor of John Amos Comenius' 425th birthday. We hope the Moravian College community will celebrate the “father of modern education” and his legacy by giving back and making a gift on his birthday.

Why do we need your help?

Because we have limited time to meet our goal, we need your help to reach as many Hounds as possible and encourage them to join the effort. Harnessing the power of your social networks is the best way we can do that.



In this toolkit, we will provide all the tips and resources to get your friends, colleagues, and even favorite professors inspired to be part of #MCGiveDay.

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First Things First

Follow us on:



/MoravianCollege



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@MoravianCollege



moraviancollege

Check your e-mail

We'll be sending reminders and updates before and during the event.



Key Messages

When speaking with friends and colleagues, these are some key messages to share about #MCGiveDay:

- **“It’s a Great Day to be a Hound!”** Take pride and feel the spirit of being a part of this great community.
- **Gifts of all sizes matter.** Whether it’s \$5 or \$500, your gift on #MCGiveDay will have a greater impact today than on any other day throughout the year!
- **Make your gift now.** If you will be making a gift to the College this year, let it be today. We only have 24 hours to reach our goal.
- **There is a place on campus where you can make a difference.** The Moravian Scholarship Fund (area of greatest need) helps provide financial aid for deserving students, but perhaps there is an athletic team, student organization, or academic department that hits a little closer to home.



Social Media Ideas

Get started on any social media channel that you have access to, whether it's Facebook, Twitter, Instagram, Snapchat, or a personal blog. Be creative and have fun!

Quick Tips

- Always include #MCGiveDay in your posts
- Always include this link to make a gift: www.moravian.edu/giveday
- Don't forget to follow MC's social media handles. Retweet, share, and like content to help increase exposure.
- Keep an eye on your email. We'll be sending updates and messages indicating our success throughout the day. We may need a late push or be able to take a victory lap a tad early!

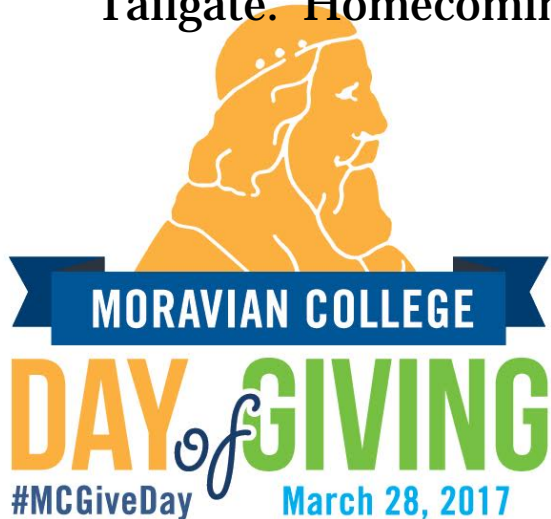


Social Media Ideas

Don't be afraid to share the following challenges. Prizes and recognition will go to our Hounds who:

- Make the 275th gift
- Make the 425th gift
- Make the 850th gift
- Post favorite Moravian moment with picture to be entered into a raffle to win a #MCGiveDay swag pack
- Post the most spirited picture - wear your best MC gear!

Also, what's a challenge without a little competition? The class with the highest participation will receive a **catered tailgate** at this year's Homecoming Tailgate. Homecoming will be held on September 23, 2017.



Social Media Ideas

Be sure to use the #MCGiveDay avatars and cover photos on your individual social media pages. They will be uploaded to the private Facebook group page shortly.



Social Media Messages

I'm giving to MC because _____. Join me in making a gift at www.moravian.edu/giveday
#MCGiveDay

Busy day?!?! You have two minutes for your alma mater. Make a gift today.
www.moravian.edu/giveday #MCGiveDay

What can you do in a day? Make a difference at MC. Give today. www.moravian.edu/giveday
#MCGiveDay

Can we get more people to donate this year? Of course we can. I'm participating in #MCGiveDay and you should too. Give today. www.moravian.edu/giveday

#MCGiveDay is here! Show "It's a Great Day to be a Hound!" and make your gift today.
www.moravian.edu/giveday



Other Ways to Share

Send an email, text, or call friends and colleagues, challenging them to match your gift.

Sample e-mail:

As a proud Hound, I am pleased to participate in MC's second annual Day of Giving. Join me in celebrating Comenius and helping the College reach its goal of 850 donors in 24 hours.

I'm giving \$_____ to _____. I challenge you to match my gift and give to the area on campus that you're excited about. Make your gift now. Click [here](#) to make your gift now.

Sample Text:

Hey! Don't forget today is #MCGiveDay. Your gift's impact is greater today than any other day of the year! Make your gift now at www.moravian.edu/giveday.

Phone a Friend:

Pick up the phone and call your friends; spread the word of our Day of Giving and the power of philanthropy on Moravian College's campus.



Your To-Do List

Thursday, March 16th: Send out a Save-the-Date message.

Moravian's Day of Giving is less than two weeks away. Don't forget to mark your calendar. Join me and our fellow Hounds on March 28, as we celebrate Comenius' birthday and attempt to reach our goal of 850 donors in 24 hours.

Wednesday March 22nd: Tease the event with a new profile pic!

Use one of the avatars provided and switch up your social media game to tease #MCGiveDay, leading into the week of the event.

Tuesday, March 28th: It's time!

Start blowing up your social media with all the ideas in this kit and make your gift to MC!



Other Ways to Get Involved

Moravian College's Office of Alumni Engagement is working hard to keep Hounds coming back to campus. For a calendar of alumni events, follow this link: <http://www.moravian.edu/alumni/alumni/events>

Want to learn more about opportunities to be involved with your alma mater? Follow this link: <http://www.moravian.edu/alumni/connect/get-involved>

