



# Naz Giving Day Ambassador Toolkit

Use these tools and tips to spread the word  
and make Naz Giving Day a success!

# Getting Started

## **Sign into your ambassador dashboard**

After you confirm your ambassador signup through the email invitation, sign into your ambassador dashboard and start emailing your contacts or posting to Facebook, Twitter, Instagram, and LinkedIn. Don't forget to use #NazGivingDay and tag us @NazarethCollege!

## **Make your gift**

Make your own gift (using your personal referral link) on April 19. This is the most powerful way to truly demonstrate your support and is the first step before asking others to join you in giving.

## **Invite your network to give**

Don't know what to say? We've made it easy for you with templates and samples.

## **Measure your impact**

Track your activity on your ambassador dashboard. Your referral link shows the number of clicks, gifts, and dollars raised through your participation as an ambassador.

## **It's as easy as You + 2**

Make your gift using your ambassador link and encourage two friends to do the same during Naz Giving Day to score your Nazareth swag. Donations must come through your personal referral link in order to qualify.

# Ambassador Dashboard

## A quick guide

### Naz Giving Day

04/19/2023 12:00 AM EST - 04/19/2023 11:59 PM EST

## Welcome to your Ambassador Dashboard!

### Giving Day Basics:

Date: April 19, 2023 (12:00 am - 11:59 pm)

Hashtag: #NazGivingDay

Ambassador Toolkit: You can access our [Naz Giving Day Ambassador Toolkit here](#). It has all the resources you need to spread the word about Naz Giving Day and make a meaningful impact.

### You + 2 Challenge:

Giving Day is all about amplifying our collective impact for Naz. To complete our You + 2 Challenge, make your own gift through your custom Ambassador link and have two others do the same. As a thank you for being an active Ambassador, we'll send you an exclusive Naz gift!

### Questions?

If you have any questions about the Ambassador program, please reach out to Katie Gerstner at [kgerstn9@naz.edu](mailto:kgerstn9@naz.edu)

YOUR AMOUNT RAISED

**\$0.00**

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook	0
LinkedIn	0
Twitter	0

### Donation Tracker

Gifts made using your referral link are shown here.

### Social Media Tracker

Clicks on your social media posts are active right away!

Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.



### Referred Page:

Choose the Nazareth program you are raising funds for in the drop-down menu

Here's your actual referral link to do with as you please:

[https://givingday.naz.edu/giving-day/67248?utm\\_source=scalefund](https://givingday.naz.edu/giving-day/67248?utm_source=scalefund)

Referred Page: Naz Giving Day ▾

- Department
- Athletics
- Community Impact
- Diversity & Inclusive Excellence
- Global Engagement

<https://givingday.naz.edu/amb/>

Here's your actual referral link to do with as

[https://givingday.naz.edu/giving-day/67248?utm\\_source=scalefund](https://givingday.naz.edu/giving-day/67248?utm_source=scalefund)

Referred Page: Naz Giving Day ▾

or

<https://givingday.naz.edu/amb/firstlasttest>

### Your Referral Link

You are assigned a link, but you can also create a shorter custom link.

Change Short URL: ?

<https://givingday.naz.edu/amb/firstlasttest>

Save

# FAQ's

## **What is Naz Giving Day?**

Naz Giving Day is a community-wide, 24-hour fundraising event designed to inspire alumni, parents, students, faculty and staff, and friends to support the funds, teams, or priorities at Nazareth that are most meaningful to them. For 24 hours, we encourage the Nazareth community to come together and show its support. All gifts made on April 19, 2023, will count toward Naz Giving Day.

## **Why should I participate in Naz Giving Day?**

When you give and when others give, big things happen. That's what Naz Giving Day is all about. It's one day for the entire Nazareth community to join as one to make great things happen. And on Naz Giving Day, your gift has an even bigger impact, thanks to generous challenge grants. Your contribution on April 19 shows the world the collective power of Flyer philanthropy!

## **How do I make a gift?**

Visit [givingday.naz.edu](https://givingday.naz.edu) between 12 a.m. and 11:59 p.m. (EDT) on April 19, 2023 to donate. We accept Venmo, PayPal and major credit card providers.

## **Can I give to multiple areas?**

Yes! To add multiple designations to your gift amount, select "add another gift to your donation" underneath the dollar amount you choose.

## **What are the Naz Giving Day challenges?**

Through their pledged gifts, a group of generous donors hope to increase the impact of support to our students on Naz Giving Day. This year, donors have committed to adding more than \$300,000 to be unlocked when we meet milestones throughout Giving Day!

## **Can I make a gift by phone or mail?**

Yes! You can give by phone at 585-389-2415 or mail your check (made payable to Nazareth College) to:

**Nazareth Advancement Office**

**Golisano Academic Center**

**4245 East Ave.**

**Rochester, NY 14618**

Please note "Naz Giving Day" on your check.

# Starting Your Outreach

As an ambassador, you make a difference when you make a gift and then share your excitement with friends and family. Let them know what you're passionate about and why it's important to support fellow Golden Flyers.

The templates on the pages below will help get you started!

You know your friends; use your best judgement as to when would be good times to contact them and through what means!

**IMPORTANT:** Check your ambassador dashboard to see if your friends have given before sending them another message. If they have already given, make sure to send them a quick thank-you note!

## **You + Two:**

Ambassadors who give and get two others to give using their link on Naz Giving Day will earn a pair of custom Nazareth socks. Log into your ambassador page to access your personal link and start sharing!

Make your own gift using the personal link, too; that way everything is tracked through the ambassador dashboard.

Socks will be mailed in June. Thanks for spreading the word!

# Email Templates

**TIP: Emails and texts result in more donations than just social media shares.**

## Email

Share your own Naz Giving Day message with an email to family and friends. The best emails are personalized, simple, heartfelt, and inspire others to give.

To help you get started, personalize the sample emails below and be sure to use your referral link found on your ambassador dashboard.

**IMPORTANT:** Check your ambassador dashboard to see if your friends have given before sending them another message. If they have already given (you can see that in the Donation Tracker section), send them a quick thank-you note!

### **Subject: Naz Giving Day is here!**

Hi [FIRST NAME],

Today is Naz Giving Day, and I don't want you to miss out on supporting [NAZ FUND YOU ARE PASSIONATE ABOUT]! [EXPLAIN WHY THIS AREA IS IMPORTANT TO YOU]

When the entire Naz community joins together, big things are possible! Join me in making a gift now. [INSERT AMBASSADOR LINK]

Your gift today will make a difference in the lives of Nazareth students.

Thank you for supporting Naz Giving Day,  
[YOUR NAME]

# Text Templates

**TIP: Emails and texts result in more donations than just social media shares.**

Share your own personal Naz Giving Day message with a text or call to family and friends. The best texts are simple, heartfelt, and inspire others to give.

IMPORTANT: You can text or call the same friends, but remember to check your ambassador dashboard to see if your friends have given before contacting them again. If they have already given (you can see that in the Donation Tracker section), send them a quick thank-you note!

## **During Naz Giving Day:**

Hey Golden Flyer, I'm supporting [INSERT FUND] on Naz Giving Day. Join me by using this link: [INSERT AMBASSADOR LINK]

Hey [INSERT NAME], join me by supporting Nazareth students on Naz Giving Day. Make a gift here before midnight:. [INSERT AMBASSADOR LINK]

Today is Naz Giving Day! Join me in supporting Nazareth here [INSERT AMBASSADOR LINK]

## **Post Naz Giving Day Thank You:**

Thank you so much for taking part in Naz Giving Day. I am so grateful!

We are Naz, and we teamed up to make a difference on Naz Giving Day. Thank you!

# Social Media

Before Naz Giving Day starts, clicks on your social media posts will be recorded in the Social Media Tracker on your dashboard, but no gifts can be made or recorded on the Donation Tracker until Naz Giving Day begins.

Keep in mind: If you share social media posts from Nazareth or other accounts, they will not contain your ambassador link.

Post your own Naz Giving Day message. The best posts are simple, heartfelt, and inspire others to give.

## **Before Naz Giving Day**

Save the date for #NazGivingDay on April 19! Show your Golden Flyer pride and support current and future Naz students by giving with me at [AMBASSADOR LINK]!

Naz Giving Day is almost here! Join me and Golden Flyers on April 19 starting at midnight! #NazGivingDay

## **During Naz Giving Day**

Naz Giving Day is here! I made a gift to [INSERT AREA OF GIVING], and you should, too! Visit [AMBASSADOR LINK] #NazGivingDay

Making a gift during #NazGivingDay allows your gift to go further and have more impact because of special challenge funds! Join me in making a gift at [AMBASSADOR LINK]

I made a gift to Nazareth because I want to support [scholarships, athletics, community impact, student support]. Join me at [AMBASSADOR LINK] #NazGivingDay



# Social Media (cont.)

I made a gift to Naz today! Give with me at [AMBASSADOR LINK]  
#NazGivingDay

I am celebrating Golden Flyer pride with a gift for #NazGivingDay! What do you love about Nazareth? Support it with a gift today! [AMBASSADOR LINK]

Today is #NazGivingDay! Don't miss the chance to team up with me and other members of the Nazareth community to support the future of @NazarethCollege. I've made my gift to support [GIVING AREA YOU'RE PASSIONATE ABOUT], and now it's your turn. Make your gift ➔ [AMBASSADOR LINK]

## **Post Naz Giving Day Thank You**

We teamed up to make a difference on #NazGivingDay. Thank you!

What a difference a day can make for the Nazareth Community--thanks for joining me! #NazGivingDay



# Thank You!

Naz Giving Day wouldn't be possible without the support of campus and community partners like you!

Reach out with questions and see you on April 19!

## **NAZARETH**

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