



ADVOCATE TOOLKIT

2024

GUILFORD MADNESS ADVOCATE TOOLKIT

GUILFORD MADNESS IS GUILFORD COLLEGE'S ANNUAL SPRING GIVING CAMPAIGN HELD **MARCH 18-20**. DURING THIS 3-DAY CAMPAIGN, WE ENCOURAGE ALL GUILFORDIANS - ALUMNI, FACULTY, STAFF, STUDENTS, PARENTS, FAMILIES, AND FRIENDS TO INVEST IN THE COLLEGE. LAST YEAR FOR GUILFORD MADNESS THE COLLEGE RECEIVED **1,027 GIFTS** AND RAISED MORE THAN **\$235,000**.

AS AN **ADVOCATE**, YOUR ROLE IS CRUCIAL TO GUILFORD'S SUCCESS. YOUR ROLE WILL BE TO HELP SPREAD EXCITEMENT AND INCREASE AWARENESS OF **THE MADNESS** THROUGH THE USE OF SOCIAL MEDIA AND WORD OF MOUTH.

BEING AN ADVOCATE IS SIMPLE - BUT TO MAKE IT EASIER, HERE'S A TOOLKIT. IN THIS TOOLKIT YOU'LL FIND:

1. Links to Remember
2. How to Sign Up to be an Advocate
3. "How to be a Great Advocate" Checklist
4. Sample Social Media Posts
5. Sample Emails

We **encourage** you to use your creativity to develop your own posts, or feel free to customize the samples we're providing. Some of the best content from last year came from you - our advocates!

Questions?

Feel free to reach out to our Guilford Madness team at give@guilford.edu
or call **336-316-2173** and ask for Stephanie Walton,
336-316-2072 and ask for Sarah Seguin '22,
or **336-316-2317** and ask for Deana Marshall.

LINKS TO REMEMBER

OFFICIAL GUILFORD MADNESS WEBSITE

go.guilford.edu/guilfordmadness

SOCIAL MEDIA ACCOUNTS



@GUILFORDCOLLEGE
@GUILFORDALUM
@GOQUAKERS



GUILFORD COLLEGE
GUILFORD COLLEGE ALUMNI
GUILFORD COLLEGE ATHLETICS

HOW TO FIND YOUR UNIQUE URL



**VISIT
GO.GUILFORD.EDU/GUILFORDMADNESS
TO SIGN UP AND CREATE AN ACCOUNT**

ONCE YOU'RE SIGNED IN CLICK ON THE "COPY TO SHARE" BUTTON

**YOUR UNIQUE URL WILL NOW BE
COPIED. PASTE IT INTO A WORD
DOCUMENT OR WRITE IT DOWN
FOR FUTURE USE**

MY UNIQUE URL:

<https://www.givecampus.com/abcd1234>

**DON'T FORGET TO INCLUDE YOUR
UNIQUE URL IN ALL SOCIAL MEDIA
POSTS TO TRACK YOUR ACTIVITY**

YOU ALSO HAVE THE OPTION TO POST DIRECTLY ON FACEBOOK, TWITTER, AND LINKEDIN FROM THE WEBSITE

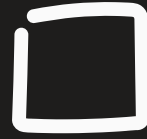
HOW TO BE A GREAT ADVOCATE

PREPARE ANYTIME



LIKE AND FOLLOW

Follow Guilford's social media pages for real-time updates.



OBTAIN YOUR URL

Get your unique URL (check the previous page to learn how) so you can share it with every post.



MAKE IT OFFICIAL

Sign up to be an **advocate** at go.guilford.edu/guilfordmadness!

Get EXCITED



START THE BUZZ

Help build excitement by spreading the word about Guilford Madness!



MAKE YOUR PLAN

Decide on which area you will support and make a plan to share with friends and family.

Game TIME



TIP-OFF THE MADNESS

Join us on Monday, March 18th to kick off Guilford Madness at **Boxcar Bar + Arcade** from 6:30 pm - 8:30 pm for fun and fellowship! **This event is 21+ only.**



THE FINAL COUNTDOWN

Join us from 11am-3pm in The Grill. Come play games, enjoy cupcakes, popcorn and candy apples. Help us end Guilford Madness with a slam dunk! **This event is for the campus community only.**



THE MADNESS DRINK

Stop by Rachel's and order a Madness Drink! Make sure to take a picture, tag @GuilfordCollege, and share on social media using #GuilfordMadness.



THE MADNESS BURGER

Stop by The Grill and order a Madness Burger! Make sure to take a picture, tag @GuilfordCollege, and share on social media using #GuilfordMadness.

Celebrate 24/7



THANKS A MILLION

Thank everyone who helped out, gave a gift, or shared a message. Cards, high fives, hugs, a poem or a classic "thanks so much" are all welcome!



GET PUMPED

Let the countdown begin! Get excited for Guilford Madness 2025.

SAMPLE SOCIAL MEDIA POSTS

Before the Madness Posts

Jane Doe
@ProudQuakerAlum

...

Raise your hand if you're excited for [#GuilfordMadness!!!!](#)
Make your contribution here: <<insert unique URL>>



12:00 PM · March 4, 2024

Nathan Hunt
@QuakerMan

...

Let's get ready to celebrate, Quakers! We're less than 24 hours away from [#GuilfordMadness!](#) View the countdown: <<insert unique URL>>



12:00 PM · March 17, 2024

Nathan Hunt
@QuakerMan

...

It's finally March! That means [#GuilfordMadness](#) is right around the corner. The Quakers appreciate everyone's support! <<insert unique URL>>



12:00 PM · March 11, 2024

Jane Doe
@ProudQuakerAlum

...

Hey tailgate friends! Let's do this [#GuilfordMadness](#) thing! Ready...Set...GO!!! <<insert unique URL>>



12:00 PM · March 13, 2024

SAMPLE SOCIAL MEDIA POSTS

During the Madness Posts

Jane Doe
@ProudQuakerAlum

Way past my bedtime, but wanted to stay up to be the first to make a gift for [#GuilfordMadness!](#) <<insert unique URL>>



12:01 AM · March 18, 2024

GuilCo4Life
@ProudGuilfordAlum

WE is greater than ME! I love this place because of the people! A little goes a long way when we join together during [#GuilfordMadness!](#) We have the strength to make an incredible impact. Join me today! <<insert unique URL>>



12:00 PM · March 18, 2024

GuilCo4Life
@ProudGuilfordAlum

Our family has been so blessed to be a part of this wonderful community. It's truly our second family. Join us in supporting [#GuilfordMadness!](#) <<insert unique URL>>



12:00 PM · March 20, 2024

Jane Doe
@ProudQuakerAlum

Doing my part to give back to the XXX Department. I wouldn't be where I am now without the education I received here. [#GuilfordMadness](#) <<insert unique URL>>



12:00 PM · March 19, 2024

GuilCo4Life
@ProudGuilfordAlum

Guilford College will always hold a special place in my heart. It is truly a blessing to call Guilford HOME. I'm glad I can do my part in helping out today. Go Quakers! [#GuilfordMadness](#) <<insert unique URL>>



12:00 PM · March 19, 2024

SAMPLE EMAIL CONTENT

Dear [Name],

Guilford College is hosting Guilford Madness, its annual spring giving campaign with a reimagined spin in the midst of college basketball championships. During March 18-20, they are encouraging all Guilfordians - alumni, faculty, staff, students, parents, families, and friends to participate. Set your calendar and let's make a difference together. To learn more, visit go.guilford.edu/guilfordmadness.

Go Quakers!

Before
The Madness

Day of
The Madness

Dear [Name],

Guilford Madness is here and I hope you are just as excited to participate as I am! I made my gift to [fund/area] because [insert your personal reason here]. I ask that you join me today by making a gift to the area that you value most. With us rallying together to support Guilford, we are able to enhance the student experience and support the future of the College. To support, visit go.guilford.edu/guilfordmadness. Can I count on you?

Sincerely,
[Your Name]

THANK YOU!

As an advocate, you play a huge role in making **Guilford Madness** a success. **We can't do this without you.** Thank you for all of the time and effort you put into making this 3-day giving campaign such a huge success.



Questions?

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