



GIVING DAY ADVOCATE TOOLKIT

QUICK FACTS

CHALLENGE DATES:

Noon, March 4 –
8:49 p.m., March 5, 2025

WEBSITE:

[Giving Day 2025 GiveCampus](https://givingday2025.givecampus.org)

GOAL:

Build excitement for Austin College Giving Day, invite 'RooNation to show their love for 'Roos from noon, March 4 to 8:49 p.m., March 5, 2025, and reach 550 donors!



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LOCAL EVENTS:

Please join us for a fun and casual happy hour, hosted by Jana Harrison '89, at the Pouch Club on March 4th, 2025, from 4:30 p.m. to 6 p.m.

This is the perfect opportunity to reconnect with old friends and show support for the place we all know and love. Enjoy appetizers and a cash bar as we reminisce and catch up with fellow alumni, AC staff, faculty, and community members. Don't miss out on this great opportunity to come together and celebrate our fifth annual Austin College Giving Day. Hope to see you there!

WHAT IS AUSTIN COLLEGE GIVING DAY?

Every year, our community comes together to show our support for Austin College in a myriad of ways—such as Austin College Giving Day. For 1 day 8 hours and 49 minutes, alumni, family, and friends join forces and give to make a difference through our combined generosity.

This growing tradition began in 2021 with Austin College's first Giving Day. Last year, 538 gifts raised more than \$609,640—our highest participation rate yet—which went a long way toward helping our students succeed, and we look forward to beating that number, with your help, this year!

WHAT DO I DO AS AN ADVOCATE?

Spread awareness using your preferred forms of communication—email, text, social media, etc.—to encourage others in your network to join you in supporting Austin College Giving Day! We'll give you everything you need: a digital toolkit, images, and assets.

HOW TO PARTICIPATE



WHICH GIFTS COUNT?

You don't have to wait until noon on March 4, 2025, to join our Giving Day. You can make a gift—of any size, to any area of Austin College—early to ensure we have a strong start to reaching our 550-donor goal!

WILL MY GIFT BE MATCHED?

You might be able to DOUBLE your impact without spending an extra cent! There will be matching opportunities available on our website for different causes throughout the day—check it out on March 4 to learn more.

WHAT DO I GET FOR GIVING?

A rewarding feeling of pride, knowing you're changing students' lives! Austin College is also offering Giving Day gifts to donors to say thank you.

\$10+
Sticker

\$100+
AC USB

\$1000+
Custom AC Pen

HOW TO BE AN ADVOCATE

If you are interested in being an Advocate or have any questions about it, please reach out to Defne Cortes, Director of Development, at dcortes@austincollege.edu or sign up on the [Campaign Page](#).

STEP 1:

Sign up as an Advocate on the campaign page.

1. Visit the [Giving Day Give Campus Page](#).
2. Click "Become an Advocate" and then "Sign Up" if you are new to GiveCampus or "Login" if you already have an account.
3. Fill in the required information and you are all set!

STEP 2:

Leading other donors by example is an important first step towards a successful campaign. Advocates can make an outright gift via the "Give Now" button or they can inspire others to make gifts by offering Matches and Challenges. Consider your Own Gift.

STEP 3:

A Personal Video is a short video in which an Advocate explains why they're excited about getting involved with the campaign and why others should support it, too. Create/Upload an Optional Personal Video.

STEP 4:

Use the images and assets on the Give Campus Advocate Page to share the Austin College Giving Day through social media, emails, carrier pigeons, shouting from the rooftops-whatever works for you!



SAMPLE MESSAGES TO MAKE YOUR OWN

SAMPLE EMAIL

Hi [Name],

Hope you're doing well! [insert personal rapport]

I'm reaching out to let you know that March 4 is **Austin College Giving Day!** Austin College supporters and all of 'RooNation will come together over 1 day 8 hours and 49 minutes to show our love for 'Roos by making a gift.

There will be match challenges throughout the day, so we could all **DOUBLE** our impact without spending an extra cent. And we can give directly to support what we love most about Austin College.

I love [insert personal Austin College passion], because [insert reason]. What about you?

Examples:

- I love scholarships because I could not have afforded my college degree without financial aid, so I want to take this chance to pay it forward.
- I love athletics because I gained so many skills in leadership and teamwork when I was on the basketball team at Austin College.

I hope you'll join me in supporting the Austin College we love <https://www.givecampus.com/schools/AustinCollege>.

Or, if a gift isn't right for you now, spread the word! Post on Facebook, X, Instagram, and LinkedIn to get our classmates involved.

Thank you [NAME]—and **Go 'Roos!**

SAMPLE SOCIAL POST

Join me for Austin College Giving Day 2025 starting at noon on March 4 through 8:49 p.m., March 5, 2025! Make a gift to show your love for 'Roos.

SAMPLE VOICEMAIL

Hi, [NAME], this is [NAME]. I'm calling to make sure you know March 4 is Austin College Giving Day! For 1 day 8 hours and 49 minutes, our Austin College family shows our love for 'Roos by making a gift. I hope you'll join me. Thanks, and talk to you soon!

SAMPLE TEXT MESSAGE

It's Austin College Giving Day! Join me in contributing to the area of Austin College you love most—every gift will add up to change students' lives. Go 'Roos!



FREQUENTLY ASKED QUESTIONS

WHAT'S NEW AT AUSTIN COLLEGE DURING THIS ACADEMIC YEAR?

U.S. News & World Report released their 2025 Best Colleges rankings and Austin College secured impressive positions in five ranking categories:

- National Liberal Arts Colleges: #83
- Best Value - National Liberal Arts Colleges: #35
- Social Mobility - National Liberal Arts Colleges: #2
- Most Innovative Schools - National Liberal Arts Colleges: #38
- Undergraduate Economics Programs: #255

Austin College was proud to be named a Fulbright HSI (Hispanic Serving Institution) Leader for 2024. Each year, the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) recognizes the strong engagement of select HSIs with the Fulbright Program, the U.S. government's flagship international academic exchange program.

Austin College was featured in the 2025 edition of The Princeton Review® Guide to Green Colleges. The Princeton Review® publishes the Guide to acknowledge colleges that foster a culture of environmental responsibility and demonstrate a commitment to sustainability.

Austin College named atmospheric scientist Dr. Katharine Hayhoe, the 2025 Posey Leader-in-Residence for her research on what climate change means for people and the places where we live.



WHAT SHOULD I POST?

You know your friends best: Post what will resonate most with them. For example, you can:

- **Explain Giving Day:** Austin College Giving Day is a special day when our entire community of alumni, faculty, staff, family, and friends unites and contributes to make a difference for students.
- **Share your story:** Post pictures from your time at Austin College. Talk about how the College made a difference in your life. Share a memory of your favorite class, professor, student club—whatever matters most to you!
- **Be creative:** Share why you support Austin College. Post a video, share an appropriate meme, take a picture of you in your 'Roo gear—have fun with it!
- **Challenge your friends:** Every gift makes a difference, and some areas of giving will have matches and participation challenges. Encourage your friends to give to the area that matters most to them!

HOW DO I ASK MY FRIENDS FOR MONEY?

Asking for money can be uncomfortable, but please rest assured: We're asking you to spread the word about celebrating Giving Day and the College that you love. Don't be intimidated; share what you loved about Austin College and others will join you!