



## Giving Day 2025 | March 6, 2025 Advocate Tool Kit

### How can you help?

If you've got 5 minutes:

- Make your own Giving Day gift [springfield.edu/givingday](http://springfield.edu/givingday)
- Share the Giving Day site with **#MaroonGives** on your social media accounts (use any of the digital resources on the following pages). Don't forget about class-specific Facebook pages!

If you've got 10 minutes:

- Email your Springfield College friends and ask them to join you with a gift to an area of the College that means the most to them. When appropriate, suggest the Springfield College Fund to meet the College's greatest needs.  
*TIP—ask for a specific amount like \$10 for the 10<sup>th</sup> anniversary of Giving Day or \$25 for the Class of 2025.*
- Sign up as an 'Advocate' on [GiveCampus](http://GiveCampus) and share the message on your social media accounts—watch as [GiveCampus](http://GiveCampus) tracks your success throughout the day!

If you've got 30 minutes (or more):

- Call a Springfield College friend to reminisce and encourage them to make their Giving Day gift as well.
- Create a Personal Plea video on [GiveCampus](http://GiveCampus) that you can share with your Springfield College friends—asking for a gift on 3/6/25.

# General Giving Day Messaging

Giving Day is all about participation! It's a day when the entire Springfield College community comes together to support our students with the collective power of giving. It's easy—just give \$10 or more for the 10<sup>th</sup> Anniversary of Giving Day!

You can give to the area of the College that means the most to you, whether that's Athletics, East Campus, a specific scholarship, or NEW this year, Club Sports! Not sure where to give? A gift to the *Springfield College Fund* is a great option for general support, or call the Office of Development and we can help you find the right designation for you.

You can make your gift online at [springfield.edu/givingday](http://springfield.edu/givingday), by phone (800) 622-6072, or by mailing a check made out to Springfield College (with the designation of your choice on the memo line), to Springfield College c/o Giving Day 263 Alden Street Springfield, MA 01109. If you'd like to give in any other way, please call the office for additional instructions. Gifts must be received by 3/6/25 to count for Giving Day 2025!

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## Digital Resources



For questions about how to use the [GiveCampus](#) platform, please email [developmentandalumni@springfield.edu](mailto:developmentandalumni@springfield.edu) or call Laura Metallo at 413-748-3120.

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## Social Media How-To's:

We need your help to spread the news about Giving Day 2025, and we can't think of an easier and faster way than social media. Please visit Facebook, X, Instagram, and/or LinkedIn to spread the word and encourage your friends, family, and classmates to participate. We've compiled everything you need to get the message out.

- [Facebook](#)
- [Instagram](#)
- [X](#)
- [LinkedIn](#)

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## Important Springfield College phone numbers:

|                                     | Phone #        | Pre-Giving Day Hours        | Giving Day Hours           |
|-------------------------------------|----------------|-----------------------------|----------------------------|
| Institutional Advancement Main Line | (413) 748-3124 | M-F 8:30 AM-4:30 PM Eastern | 6:00 AM – 10:00 PM Eastern |
| Institutional Advancement Toll Free | (800) 622-6072 | M-F 8:30 AM-4:30 PM Eastern | 6:00 AM – 10:00 PM Eastern |
| Alumni Relations Main Line          | (413) 748-3161 | M-F 8:30 AM-4:30 PM Eastern | 8:30 AM-4:30 PM Eastern    |



SHARE IMAGES ON FACEBOOK, INSTAGRAM, X, LINKEDIN

Right click the thumbnail below and 'save image as' to download.



## TEMPORARY PROFILE PIC

Change your profile picture to the Giving Day logo to further catch people's attention.

Right click on the logo version of your choice, 'save image as' to download.



## UPDATE YOUR FACEBOOK STATUS

Don't know what to say? Let us help! How about...

- Every gift matters--especially on Giving Day! With matching gifts and challenges, your dollar goes further on 3/6/25. [springfield.edu/givingday](http://springfield.edu/givingday)
- Giving is easy! Join me with a gift of \$10 to celebrate the 10<sup>th</sup> anniversary of Springfield College's Giving Day. [springfield.edu/givingday](http://springfield.edu/givingday)
- Show your pride for Springfield College with a gift to Giving Day! Every dollar raised helps keep the Springfield College experience strong for today's Springfield College students. [springfield.edu/givingday](http://springfield.edu/givingday)

Feeling adventurous?

Add a video explaining why you give on Giving Day or sharing a memory from your days on campus, and encourage others to do the same!



## REELS, POST, STORIES... TAKE YOUR PICK!

Use Instagram as it was intended and get creative! Stuck for ideas? Maybe one of these will kickstart something.

- I give to Springfield College because \_\_\_\_\_. ❤️ I give on Giving Day because the collective power of giving on one day is inspiring. Join me with a gift today! ▼ 💰 🎁 #MaroonGives
- Today my gift to Springfield College goes to \_\_\_\_\_. Where will you give? ▼ 📺 #MaroonGives
- Giving Day at Springfield College! 10 out of 10 would recommend. Join me in making your gift today! ▼ 🏆 #MaroonGives

Want to get REALLY creative? Share your love for Springfield College with a poem, put a Springfield College spin on a viral trend, or make-up your best "giving away my money" dance!



## NEED A TWEET?

Try one of these...

- Gifts to Springfield College celebrate our Humanics philosophy. Join me in giving back today! #MaroonGives [springfield.edu/givingday](https://springfield.edu/givingday)
- Proud alumni like me give back. Will you join me? #SpringfieldCollege #MaroonGives [springfield.edu/givingday](https://springfield.edu/givingday)
- \$10 for 10 years of Giving Day at Springfield College. That's all it takes. Join me today! #MaroonGives [springfield.edu/givingday](https://springfield.edu/givingday)



## CONNECT

Simple Text:

- I am proud to support my alma mater, and I encourage my fellow alumni to join me in giving back today. The collective power of our giving makes great things happen on Alden Street! #H ▼ ME #GivingDay2025 #MaroonGives