

Advocate Toolkit

April 2, 2025

UNIVERSITY OF HARTFORD

ADVOCATE TOOLKIT

SAVE THE DATE

DAY OF GIVING

WEDNESDAY, APRIL 2



Day of Giving is more than a 24-hour fundraising blitz - it is a chance to rally the entire Hawk community and soar for more!

Gifts (monetary donations) are collected from alumni, faculty, staff, students, friends, and family to support the UHart causes that mean the most to you - everything from scholarships to schools and colleges, to clubs and teams.

Last year, Day of Giving generosity surpassed 1,500 donors who contributed a total of \$477,595. **This year, our goal is 1,700 donors, and to unlock over 40 matches and challenges, totaling more than \$300,000! Every gift, of any size, to any fund counts.**

Anyone can offer a challenge through the **Day of Giving page** or get creative and promote your own challenge. **Advocates bring in 4x more gifts** than non-advocates—**your voice makes a real difference**. As always, we want you to support the UHart cause that means the most to you and every gift of any size counts.

*Advocates like you are integral to the success of Day of Giving.
Being an Advocate is easy - but to make it even easier,
here's a toolkit to help you build momentum.*

Questions?

Please do not hesitate to reach out to Erin Pollard, Senior Director of Annual Giving for any questions at **EPOLLARD@HARTFORD.EDU** or call **860-768-2401**.

NEW

YOU+2 CHALLENGE

Sign up to be an **advocate**, make your gift and get two others to do the same using your link and **score a ticket** to the UHart event of your choice!



Hartford Hawks Baseball
vs Coast Guard Academy
at Dunkin Stadium, April 10



Jazz Brunch
at HAWKTOBER,
October 5


WHERE TO CHECK YOUR CLICKS AND GIFTS RAISED

USE YOUR ADVOCATE LINK ANYTIME OR GO TO [HARTFORD.EDU/DAYOFGIVING](https://hartford.edu/dayofgiving) on 4/2
Once you are logged in, scroll down to the bottom of the page and click the big red “Advocacy Dashboard” button. Here you can also find pre-populated posts and your advocate link.

All Advocates


Quick Search

Keith Gollenberg '81

 Gave \$500 during a Challenge!


Contribute

Ebony Wright-Campbell

 Generated 47 clicks and 8 gifts, totaling \$420


Contribute

Maris Campbell Johnson

 Generated 11 clicks and 8 gifts, totaling \$335

Contribute

Ashlyn Lower

 Generated 16 clicks and 4 gifts, totaling \$270

Contribute

Become an Advocate and be recognized for your impact!

Visit your Advocacy Dashboard

Advocacy Dashboard

Share with your Network

Share the campaign to track the number of clicks, gifts and dollars you generate (Note: If you share without signing up or logging in, your impact will be counted as Community Advocate)

Share Post LinkedIn Copy

Inspire your Friends & Peers

Encourage others to give with a Matching Gift or Challenge.

Offer a Matching Gift Offer a Challenge Gift

Tell your Story

Create a Personal Video encouraging others to join you in supporting the campaign.

Create Your Personal Video

Back to Campaign How To Impact Sharing Matches / Challenges Personal Video

Advocacy Dashboard

Day of Giving 2025

Make your impact at University of Hartford by encouraging your classmates, family, and friends to support Day of Giving 2025. Take any—or all—of the steps below to become an Advocate.

Share with your Network

While logged into your GiveCampus user account, all sharing buttons generate a campaign link that is unique to you. When you use these buttons to share the campaign or the advocacy dashboard, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page.

Create a Match or Challenge

Leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for every dollar or donor that the campaign receives up to your specified maximum gift amount. Offering a Challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.

Create your Personal Video

A Personal Video is a quick video in which you tell the University of Hartford community why you're excited about the campaign, and why others should get involved. A member of the University of Hartford team will review your Video, and as soon as it's been approved, it will go live on the campaign.

Impact

See how you are making a difference for Day of Giving 2025.

Your Impact

6 Gifts Generated	42 Clicks Generated	\$325 \$ Generated
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Campaign Totals

Sharing

ADVOCATE ACTIVATION CHECKLIST



SIGN UP TO BE AN ADVOCATE

- Setup your advocate link at [Day of Giving](#), using the steps on the following page



PLAN

- [Check out matches and challenges](#), decide if you want to offer one.
- Feeling creative? Think about fun ways to engage your network leading up to and on April 2.
- Set reminders in your phone or calendar



MAKE

- Your gift of any size to the UHart cause that means the most to you.
 - **PRO TIP:** *Your gift can be setup as a challenge or match to motivate others to give!*



ASK

- Any way you'd like!
- Graphic templates for social media
- Scripts to ask for gifts via text, email or over the phone.



LINKS TO REMEMBER

- Include your unique URL with every post to generate points for the YOU+2 Challenge.
- Hartford.edu/DayofGiving
- Hartford.edu/DoG

HOW TO BE AN EFFECTIVE ADVOCATE

1. Sign up to be an **Advocate**
2. Make your **gift**
3. **Share** you care, and **ask** others to give!

SIGN UP TO BE AN ADVOCATE

We are so excited you're ready to become an advocate! This is where you get your custom link, and can track click, and gifts made through your advocacy.

1



SCAN THE QR CODE. Or **CLICK HERE** to be directed to the official Day of Giving landing page. This is where you become an advocate and will send people to make gifts.

2



CLICK ON "BECOME AN ADVOCATE" AND FOLLOW THE PROMPTS. This is located on the right side of the page. If you do not have an account, click Sign Up and follow the prompts, using **University of Hartford** as your College in the drop-down. If you already have an account, you can use your pre-existing link.

3

Become An Advocate

Even before the campaign begins, you can start to share the word and become an Advocate for 2024 Day of Giving. Additional options will be available once the campaign has fully launched.

Since you're already logged into your account, you can take any of the actions below to get recognized as an advocate.

Share with Your Network

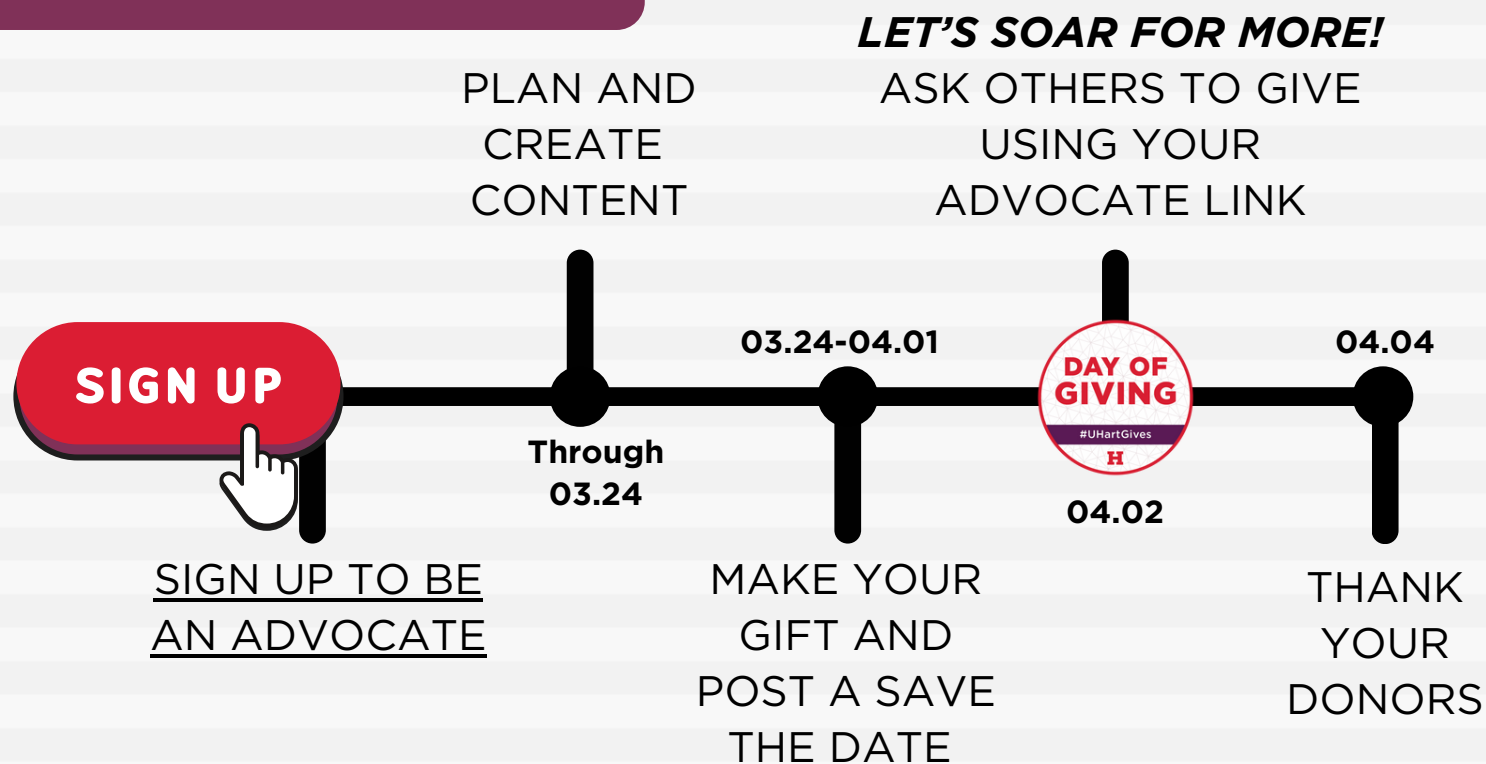
While logged into your GiveCampus user account, all sharing buttons generate a campaign link that is unique to you. When you use these buttons to share the campaign or the advocacy dashboard, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page.



START SENDING OUT YOUR CUSTOM LINK. A pop-up will appear after signing up, this is where you will copy your custom giving link. Using this link, or any of the social media sharing buttons, you can track clicks, donations, and start raising money for your cause.

Hot tip: copy and paste your URL into a word doc or sticky note for easy access.

SUGGESTED TIMELINE



NOW
THROUGH
3/24

Sign Up & Plan

Read through this kit, think about social posts, and how you will ask for gifts. You can use your link to recruit fellow alumni, parents and friends to sign up as advocates, too!

3/25 - 4/1

Promote

Share Save The Date posts on social, including your link.

PRO TIP: Including a “Why I Give” quote is a nice way to tell your story of support for the UHart cause that means the most to you.

4/2 Ask & Share

Set aside time to ask for gifts via phone calls, texts, and emails.
Share on social, include your link, and an ask.

Every gift, even \$10, helps unlock additional support through challenges and \$1 for \$1 matches pledged by alumni, parents, and friends.

4/4 Thank your donors

Thank those within your personal network who donated.

MAKING YOUR GIFT

A GIFT OF ANY SIZE, TO ANY FUND COUNTS

Making **your gift** is a critical part of fundraising.

Gifts of every size count toward the challenges and matches.

Here are some of the special ways we say thank you for Day of Giving 2025.



TOTES FOR \$10: For your gift of \$10+, we'll say thanks with this Legacy Logo Tote, in honor of Day of Giving's 10th Anniversary.

HART KITS FOR \$20.25: For your gift of \$20.25+, we'll say thanks a Hart Kit. *On Campus pickup only. Donors will be contact for pickup details.*



Sweet Hart: Indulge your sweet side with six freshly baked "H" cookies, ready to decorate with rich UHart red frosting and festive sprinkles. Baked locally by Park River Bakery, these treats are perfect for showing your Hawk pride—one delicious bite at a time!

Flight Bites: Take your snack game to new heights with this bold and satisfying mix of sweet and salty favorites. Our red-and-white-themed snack box fuels your Hawk spirit in every bite with snacks like crunchy Doritos, classic Cheez-Its, fiery Cheetos, and a perfect balance of treats like Skittles, KitKat, and Twizzlers.




SAMPLE CALLING & TEXT SCRIPTS

When it comes to outreach, **calling** is extremely effective. Keep it simple!

Below is a script you can use when calling to ask for a gift.

If someone wants to make a gift early, they can use your link or hartford.edu/dayofgiving.

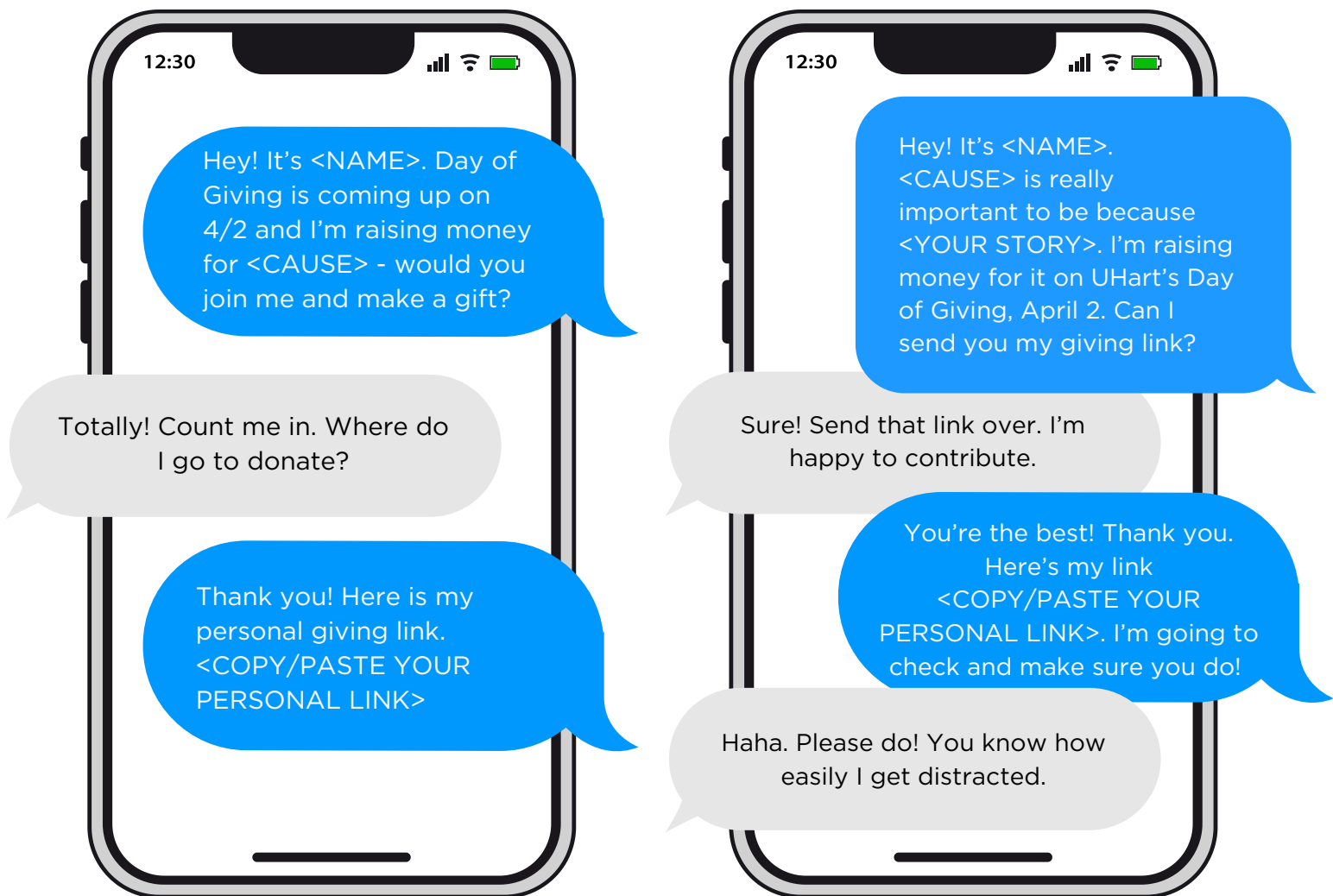
 Hi! This is <**YOUR NAME**>. I am calling because I am raising money for <**CAUSE**> on Day of Giving, April 2. Can I count on your support with a gift?

If yes: Great! Can I send you the link in email or text?

If no: Okay, if you change your mind you can visit hartford.edu/dayofgiving!

Thank you again for your support and have a great day!

 ***If no one answers, leave a voicemail! You can still use the script above.***



SAMPLE EMAILS

TO SEND BEFORE AND ON DAY OF GIVING

Here are suggested messages for emails before or on Day of Giving. Make the message your own - add personal details.

New Message

To Friends, Family, and Alumni

Subject Can I count you in for Day of Giving?




Dear <INSERT NAME>,



Day of Giving is only <X> days away. This one day celebration is a chance for all Hawks to come together, support the programs that mean the most to us and soar for more.

I made a gift to <CAUSE> because <WHY YOU GIVE>.

Would you join me and make a gift, too? Gifts of every size make a difference. Thank you for your support,

Sincerely,
<YOUR NAME & CLASS YEAR>





SEND

New Message

To Friends, Family, and Alumni




Subject It's here! Join me today for Day of Giving.



Dear <INSERT NAME>,

Today is Day of Giving! Would you join me with a gift to <CAUSE>? You can make a gift here <INSERT PERSONAL LINK>. I'm supporting <CAUSE>, because <ADD PERSONAL TOUCH>.

We have 24 hours to bring the entire University of Hartford community together to support the people and programs at UHart that mean the most to us. You can also show your support by sharing the [Day of Giving page](#). Let's come together and soar for more! Thank you! Go Hawks!

Thank you,
<YOUR NAME & CLASS YEAR>





SEND

SHARE AND ASK ON SOCIAL

Brainstorm ideas for social media that will **capture** and **engage** your personal network. Need some inspiration? Take advantage of the graphics and templates available to you already.

Begin posting **Save-the-Date** posts before Day of Giving. Share what the day is about, and why it is important to you.

Personal videos can go a long way here! Personal asks are the #1 way to get gifts for your favorite cause, like scholarship, so don't be afraid to do it with a straightforward ask. Use creativity and storytelling to get your message across effectively - Have fun with it!

PRO TIP: include your **advocate link and tag** @UniversityofHartford and #UHARTGIVES for re-shares.

ACCOUNTS TO TAG:

Instagram:

@universityofhartford
@uhartalumni
@uhart_philanthropy

Facebook:

@UniversityofHartford
@UHartAlumni

LinkedIn:

@UniversityofHartford

GRAPHICS AND TEMPLATES

[OneDrive folder](#) of logos and templates

[Canva templates](#) for editable social media posts

Instagram Stickers: Search **UHart**



SOCIAL INSPIRATION

Below are social media **captions** you can use for Save the Date, Morning Of, General, and End of Day posts. Don't forget to include your personal giving link!

SAVE THE DATE

A few days before Day of Giving

Mark your calendars for Wednesday, April 2 – Day of Giving at the University of Hartford! It's a day all about giving back to the University and supporting students.

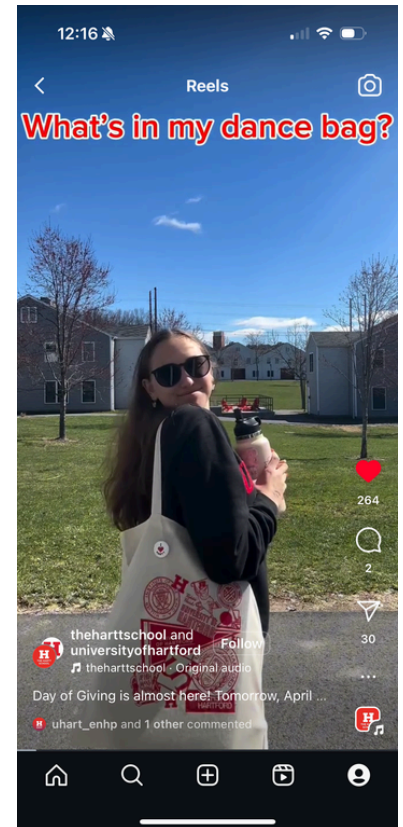
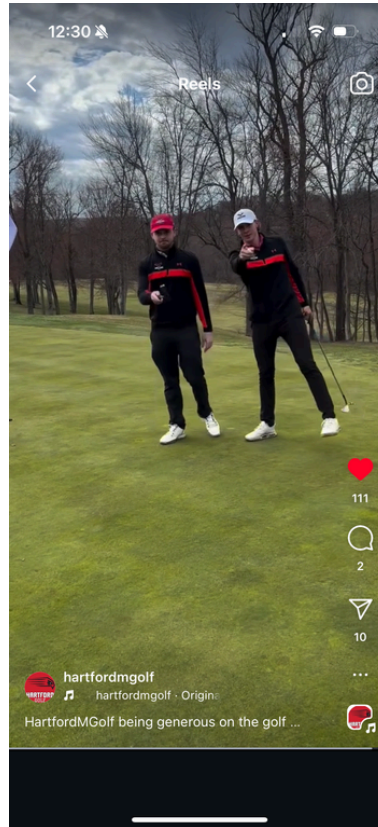
#UHartGives #SoarForMore
@UniversityofHartford
@UHartAlumni

ON DAY OF GIVING, 4/2

Morning Of

It's Day of Giving! Please consider making a gift to support **<CAUSE>**. I made my gift because **<YOUR STORY>**.

#UHartGives #SoarForMore
@UniversityofHartford
@UHartAlumni



General Post, Anytime

Day of Giving is here! Let's pay it forward to today's Hawks. Use this link and make a gift to **<CAUSE>** - we are SO close to unlocking a **<INSERT CHALLENGE>** challenge!

End of Day - Between 7-10pm

FINAL CALL! The clock is ticking on our Day of Giving! Contribute NOW before it's too late. Your support transforms lives and fuels the future. Let's finish strong together!



FAQ's

What is Day of Giving? Day of Giving is a one-day fundraising blitz. The entire University of Hartford community comes together – students, faculty, alumni, parents, and friends – who believe in the power of education and supporting the student journey. This year we have over 40 matches and challenges, totaling more than \$275,000 in pledged challenges and \$1 for \$1 matches but we need YOU to help unlock that support. Your gift of ANY size, to ANY cause gets us closer to that additional support.

What is a gift? A gift is a contribution — a tax-deductible donation from alumni, parents, students, and friends of the University, like you.

What is a match? A match is when a donor says, for every dollar you give as a gift, I will give the same amount. That means your gift of \$25 has the power of \$50.

What is a challenge? A challenge is a gift that is pledged by a donor, if we get to a certain total number of donors. For example, when we get 500 donors (of any gift size, to any fund), we unlock an additional \$20,000 of support we would not get otherwise.

Who can be an Advocate? How do I sign up? Anyone! [Start by creating an account](#) and then you can share out your personal advocate link. Look in this toolkit under the section ‘How to Become an Advocate’.

Where does my gift make the biggest impact? Our priority funds are the UHart Impact Fund, and scholarship aid. The UHart Impact Fund is where support is needed most. General Scholarship is another popular fund, and impacts nearly all students. Did you know that over 90% of UHart students receive scholarship aid? Much of that support comes from donors; Hawks like you.

Can I make my gift early? Yes, you can. Head over to hartford.edu/dayofgiving and click “Make Your Gift ” at the bottom of the page.

Which fund should I give to? Scholarship is one of our greatest needs, but you can give to ANY CAUSE that is meaningful to you such as one of the seven schools/colleges, athletics teams or write something more specific in the “Other” designation, including initiatives, clubs and orgs!

What if I don't have social media or I'm not comfortable posting on socials?

No worries! You can call, text, or email your network and reach out to our network at the Connect-A-Thon on April 2, 11 a.m. - 1 p.m., in GSU Hawk Lounge.



KICKOFF PARTY



YOU'RE INVITED!
TUESDAY, APRIL 1 — 5:30-7:30 P.M.



DAY OF GIVING KICKOFF PARTY

Come party with fellow Hawks at Alvarium Beer Company. Enjoy drinks and food (on us!), trivia, giveaways, and plenty of UHart pride including special appearances by President Ward and Howie.

TICKETS:

\$20, includes a \$10 gift to launch Day of Giving.



CLAIM YOUR PARTY PASS

To register, scan the QR code, visit hartford.edu/dayofgiving or call 860.768.2400.



Rosen Society Members, pickup your special gift at check-in.





Thank You!

Being an **ADVOCATE** is so important to Day of Giving, and your help truly makes a difference. Thank you for all the effort to help promote philanthropy on campus!

"I believe in "paying it forward" so in appreciation for the donors who made it possible for me to study, I do my small part to make it possible for some one else like me."

Mary Grill Murphy M'80

1980, MBA Graduate

Questions?

Please do not hesitate to reach out to Erin Pollard, Senior Director of Annual Giving for any questions at **EPOLLARD@HARTFORD.EDU** or call **860-768-2401**.