

Club Advocate Toolkit

April 2, 2025

UNIVERSITY OF HARTFORD

DAY OF GIVING: CLUB 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 \$275,000! 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. Some popular challenges are, 'If we get to X donors, I/Club EBoard/Team will <dye hair/shave beard/do a victory dance/pie-in-the-face/lip synch>!'. Creative challenges are VERY motivating to donors.

*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 our Student Philanthropy Ambassadors for any questions at **SPA@HARTFORD.EDU** or text/call **860-484-1113**.

ADVOCATE ACTIVATION CHECKLIST

☐

SIGN UP TO BE AN ADVOCATE

- Setup your account and watch the Club Activation Mastering Your Toolkit video.

☐

MAKE

- Your gift
- Your posts
- Your videos

☐

CLUB COMPETITION

- Check out the prizes you could win from the Club Competition.

☐

ASK

- Connect-A-Thon, April 2, 11a.m.-1p.m.
- On social w/scripts
- On the phone w/scripts
- In text w/scripts
- In email w/scripts

☐

PLAN

- Set a club goal
- Check out matches and challenges, decide if you want to offer one.
- Invite club members
- Brainstorm content
- Set calendar reminders

☐

LINKS TO REMEMBER

- Include your unique URL with every post to generate points for prizes.
- Hartford.edu/DayofGiving
- Hartford.edu/DoG

HOW TO BE AN EFFECTIVE ADVOCATE

1. Sign up to be an **Advocate**
2. Consider making your **gift**
3. **Share**, share, share!
4. **Ask** for gifts

WIN WITH THE CLUB COMPETITION

TWO WAYS TO EARN MONEY FOR YOUR CLUB

GIFTS TO ANY FUND

A gift to ANY fund of ANY size counts for Day of Giving. The UHart Impact Fund is our area of greatest need, and the General Scholarship fund helps support the 90%+ students who receive scholarship aid. What cause do you care most about?

GIFTS TO YOUR CLUB

You can ask friends, family, and followers for gifts that go directly to your club. Just tell the donor to choose “Other” on the gift form, and write in your club name.

PRIZES AWARDED

\$400 Most Clicks

\$350 Most Gifts

\$250 Biggest Gift

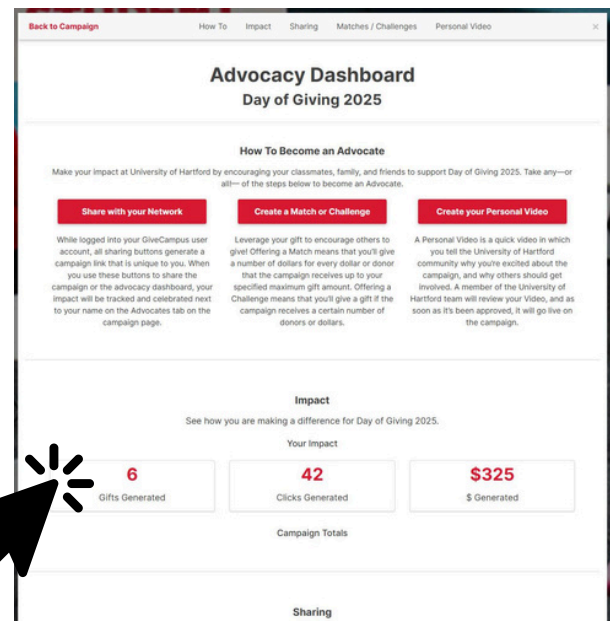
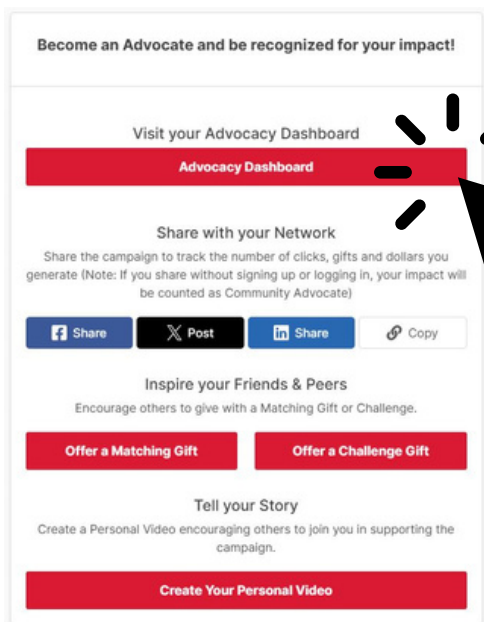
Points are earned per member via advocate links and will add up for your club's total.

The **more club members** who participate, the better your **chances are of winning**.

WHERE TO CHECK YOUR CLICKS AND GIFTS RAISED

MAKE YOUR WAY TO [HARTFORD.EDU/DAYOFGIVING](https://hartford.edu/dayofgiving) ON APRIL 1

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.



ADVOCATE CONNECT-A-THON

CONNECT-A-THON: April 2, 11:00am-1:00pm

On Wednesday, April 2, from 11 a.m.-1 p.m. – clubs and organizations will meet in **Hawk Lounge (GSU)**, where your members will be given lists of potential donors that you will have the opportunity to ask to give to the University using YOUR advocate link.

Student advocates, the Student Philanthropy Ambassadors (SPA) and Office of Development and Alumni Affairs will all join forces to reach out and fundraise for the programs, causes and people that make UHart special.

During the Connect-A-Thon, you can continue to reach out to your own network or lists of potential donors. Either way, you can continue to add to your advocate link click and donation total – bringing you closer and closer to that Club Competition prize money.



EVENT RUNDOWN & INFO

Drop-in style – stay for 20 minutes or 2 hours – regardless, your impact will be substantial.

Check-In at the Career Studio, across from Hawk Lounge in GSU.

SPA will be available to coach callers and provide support throughout the event. In addition, scripts and outlines will be provided once you arrive.

The more members of your club who come, the better the chance of winning prizes!

BONUS: Lunch provided, and all student advocates who attend can pick up a special **thank you gift** at check-in!



SIGN UP TO BE AN ADVOCATE

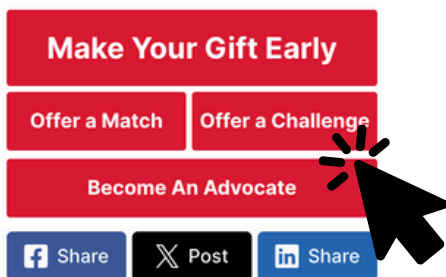
We are so excited you're ready to become an advocate! This is where you get your custom link, and can track click, and gifts made through your advocacy **(and how you win club competition prizes!)**

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

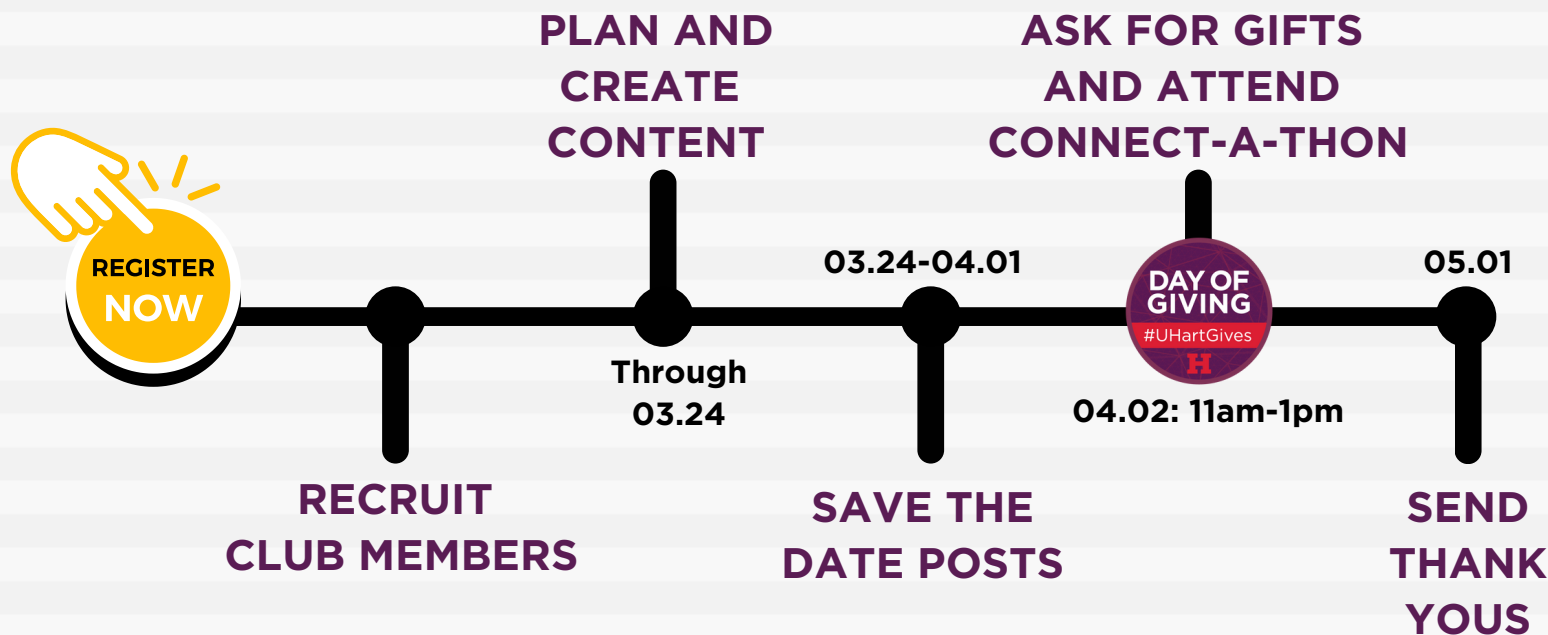
While logged into your GiveCampus user account, all sharing buttons generate a campaign link that is unique to you. When you use these buttons to share the campaign or the advocacy dashboard, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page.



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 club.

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

SUGGESTED TIMELINE



NOW
THROUGH
3/24

Plan & Create Content

Read through this kit, plan out your social posts, and when you will ask for gifts. Recruit fellow club members to sign up and decide when you will get together to ask for gifts.

3/25 - 4/1

Promote and Internal Asks

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

Start internal fundraising - ask club members to make their own gifts. Every gift, even \$1, helps unlock additional gifts pledged by alumni, parents, and friends and your ask of others becomes more authentic.

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.

11 a.m. - 1 p.m. Attend Connect-A-Thon in GSU Hawk Lounge - lists and lunch provided.

5/1 Thank your donors

Gift reports and thank you cards sent to OSEI, to be distributed to student clubs.

MAKE YOUR GIFT

A GIFT OF ANY SIZE, TO ANY FUND COUNTS

Making **your gift** is a critical part of fundraising. **Even \$1 gifts count** toward the challenges and matches. For the gift amounts below, let us say “thanks”.

All thank yous can be picked up at the Connect-A-Thon or tabling in GSU Hawk Lounge from 11am - 3pm on 4/2.



\$3: 1 sticker

\$5+: 3 stickers

Designed by Kai MacAyla '25

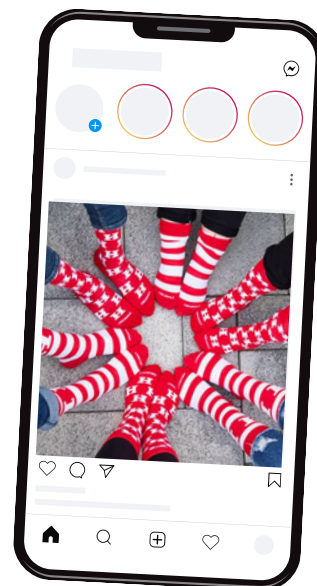


\$5+: Philanthropy
Cord for Seniors



\$10+: Legacy
Logo Tote

**All advocates who come to the Connect-A-Thon
will get a pair of limited-edition UHart Socks
as a thank you!**



SAMPLE CALLING & TEXT SCRIPTS

CALLS BEFORE DAY OF GIVING, 3/26-4/1

When it comes to outreach, **calling** is extremely effective. Below is a script you can use when calling your potential donor list. If someone wants to make a gift early, they may do so through your link or hartford.edu/dayofgiving.



Hi! This is <**YOUR NAME**> with the University of Hartford's <**CLUB NAME**>. Is this [PERSON]?

I am calling because Wednesday, April 2nd is the University of Hartford's Day of Giving, and I am raising money for <**CLUB**>. Can we count on your support for this year's Day of Giving?

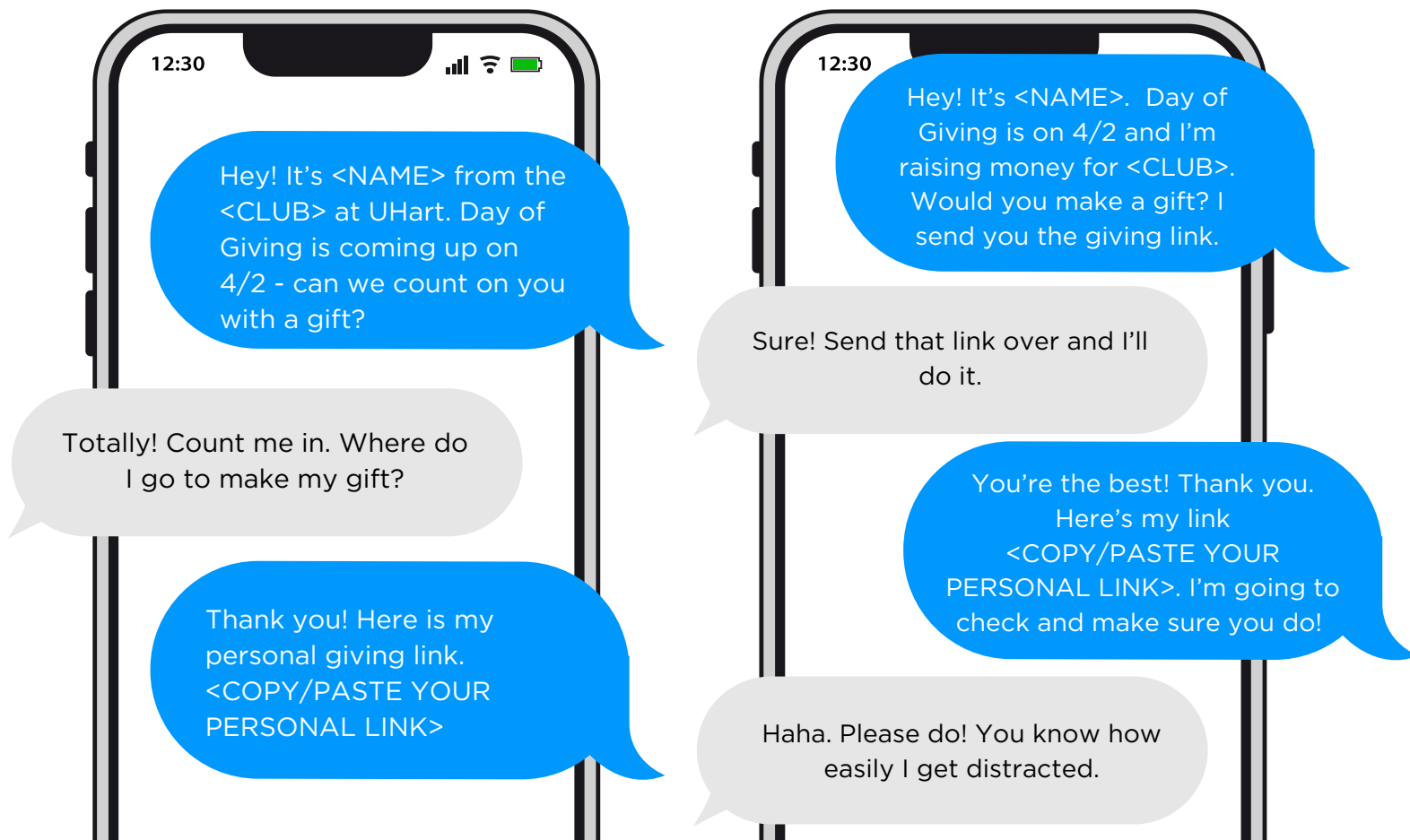
If yes: Great! Can I send you the link in email or text?

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 EMAIL #1

SEND BEFORE DAY OF GIVING, 3/26-4/1

EMAIL and **TEXT** follow-ups are important and sometimes the preferred communication for reaching out.

Here is a suggested template for an email or text message to your list **BEFORE Day of Giving**. Make it your own - add personal details.

New Message

Recipients Friends, Family, and Alumni

Subject Day of Giving is BACK!

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.

Join me and help <**CLUB**> reach our goal of <**X donors or dollars**>. Your gift, of any size makes a difference.

Thank you for your support, and I hope to hear back from you!

Sincerely,

<**YOUR NAME & CLASS YEAR, CLUB**>

SAMPLE CALLING & TEXT SCRIPTS

CALLS ON DAY OF GIVING, 4/2

When it comes to outreach, **calling** is extremely effective. Below is a script you can use when calling your potential donor list. If someone wants to make a gift, they may do so through your link or hartford.edu/dayofgiving.



Hi! This is <**YOUR NAME**> with the University of Hartford's <**CLUB NAME**>. Is this [**PERSON**]?

Today is Day of Giving, and I'm raising money for general scholarship. Can we count on your support with a gift?

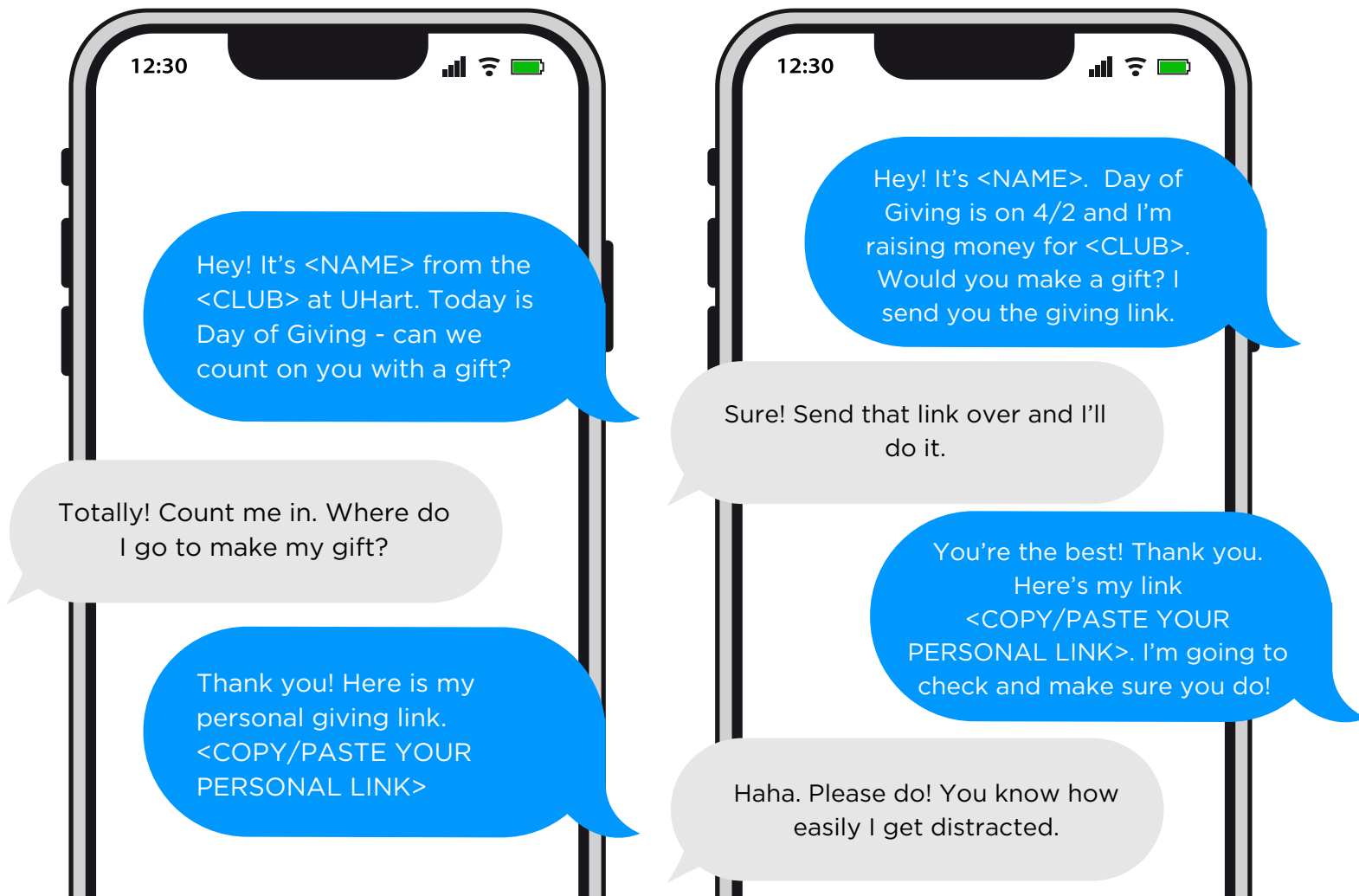
If yes: Great! Can I send you the link in email or text?

If no: No problem. 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 EMAIL #2

SEND ON DAY OF GIVING, 4/2

EMAIL and **TEXT** follow-ups are important and sometimes the preferred communication for reaching out.

Here is a suggested template for an email or text message to your list on Day of Giving. Make it your own - add personal details.

New Message

Recipients Friends, Family, and Alumni

Subject It's Here: Day of Giving has ARRIVED!

Dear **<INSERT NAME>**,

Today is Day of Giving! Would you join me with a gift to **<CLUB>?** You can make a gift here **<INSERT PERSONAL LINKE>**. I'm supporting **<CLUB>**, 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. Your gift, of any size, will immediately impact us and the Hawk community.

You can also show your support by sharing the [Day of Giving page](#) with your friends and family!

Let's come together and soar for more!
Thank you! Go Hawks!

Thank you,
<YOUR NAME & CLASS YEAR, CLUB>

SAMPLE EMAIL FOR DAY OF GIVING, 4/2

SEND IN EVENING

EMAIL and **TEXT** follow-ups are important and sometimes the preferred communication for reaching out. Make this templated email or text message your own with personal details. Don't forget to add your personal link!

New Message

Recipients Friends, Family, and Alumni

Subject Only a few hours left!

Hi **<INSERT NAME>**,

Day of Giving is almost over! I am so proud of the progress we've made so far, but it isn't over yet! Please join me and make a gift to **<TEAM>** before midnight here **<insert team link>** and help us soar for more!

You can also show your support by sharing the [Day of Giving page](#) with your friends and family!

Go Hawks!

Thank you,

<YOUR NAME & CLASS YEAR, CLUB>

SHARE, SHARE, SHARE

Brainstorm ideas for social media that will **capture** and **engage** your target audience!

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

Now that you have told everyone to save the date, begin brainstorming posts you want to go out on Day of Giving.

Personal videos can go a long way here! Personal asks are the #1 way to get gifts for scholarship and your favorite fund, 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!

Don't forget to **include your advocate link and tag @UniversityofHartford** for reshares.

ACCOUNTS TO TAG:

Instagram:

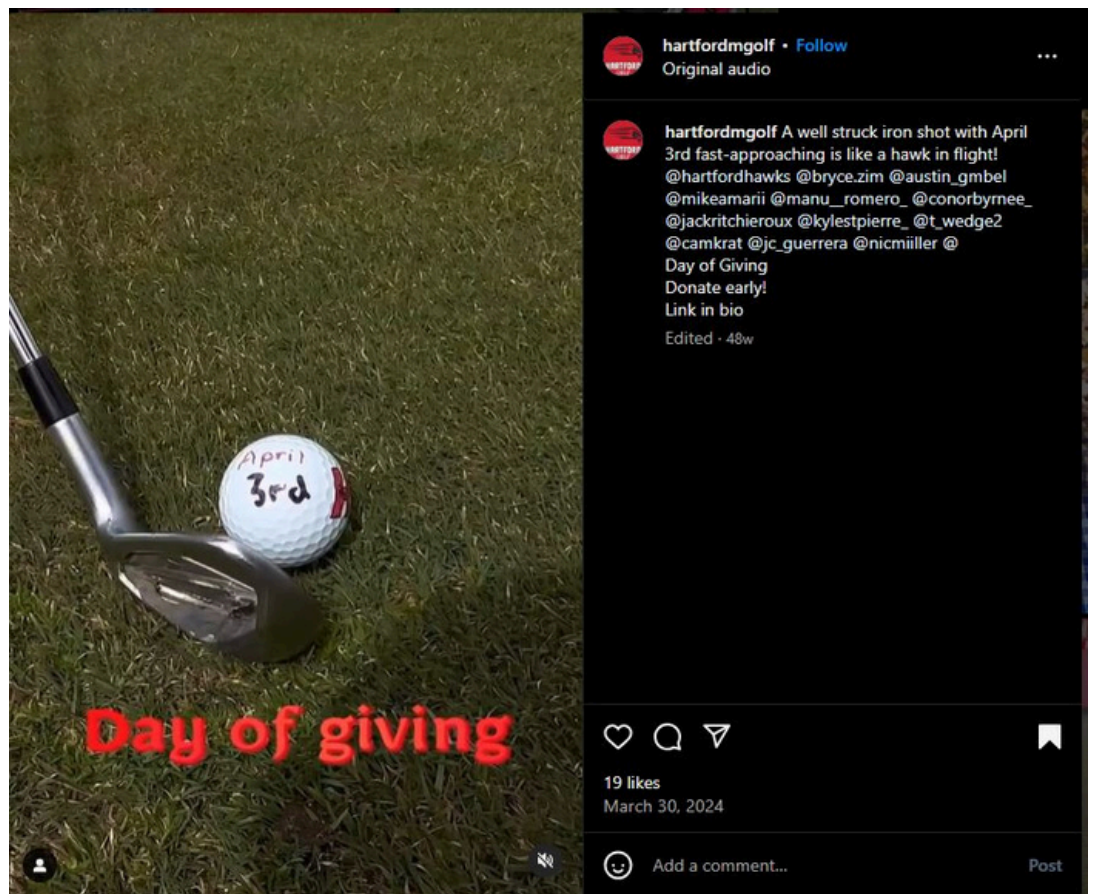
@universityofhartford
@uhartalumni
@uhart_philanthropy

Facebook:

@UniversityofHartford
@UHartAlumni

LinkedIn:

@UniversityofHartford



CLICK HERE for a OneDrive folder of Day of Giving **logos and templates** for your use. You can also find Instagram stickers by searching **UHart**.

SHARE, SHARE, SHARE

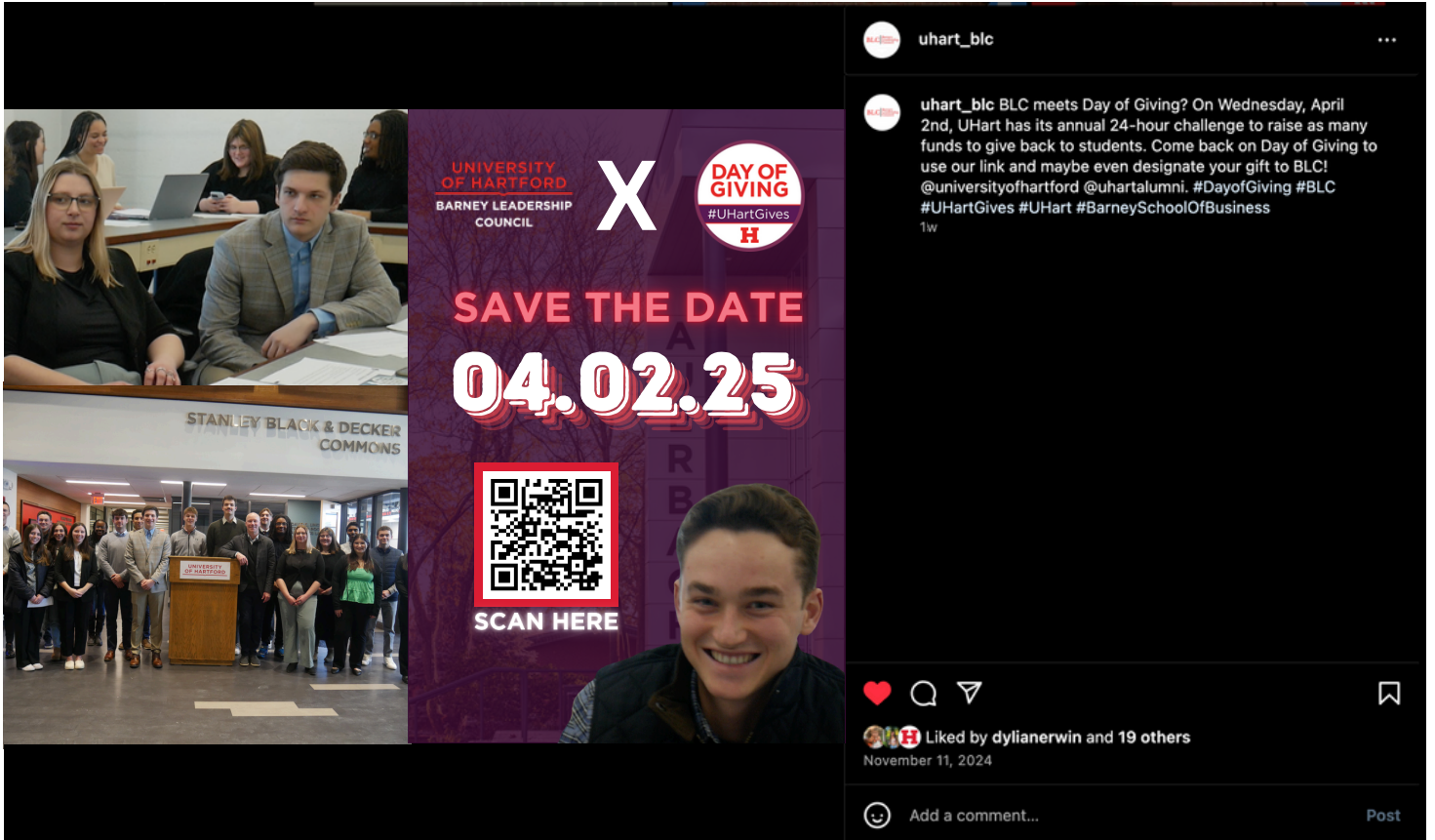
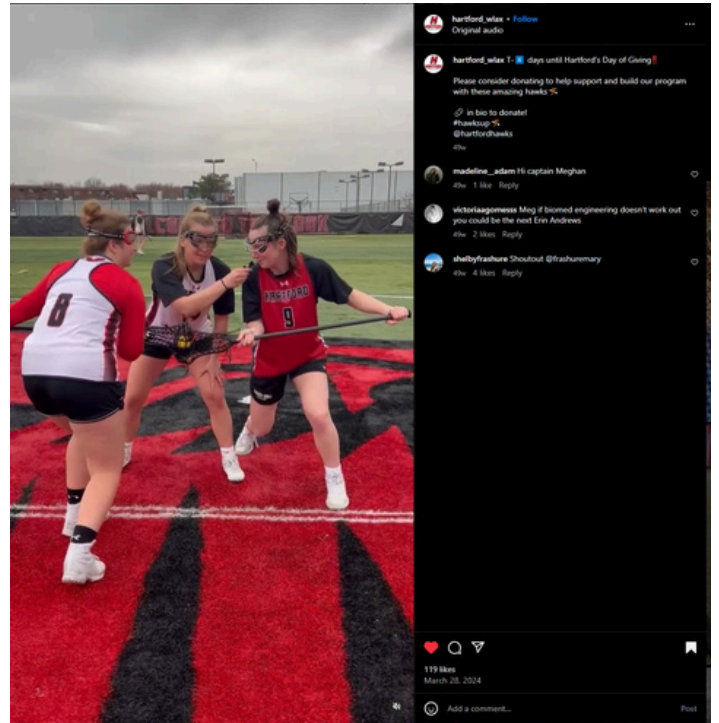
Other Tips & Tricks

Use the term '**GIFT**' opposed to '*donation*'.

Instagram stickers: Use **stickers** throughout your posts. Find stickers by searching: "UHart Day of Giving", "UHart", "University of Hartford".

Use the hashtag **#uhartgives** on social media posts.

Use your advocate link with everything you share out on social media, text, and email. **QR codes** can easily be made for free and placed on images to save room.



Social Media Questions?

Please do not hesitate to reach out to Sam Urban at **SURBAN@HARTFORD.EDU** or text/call **860-484-1113**.

SHARE, SHARE, SHARE

Below are social media **captions** you can use for Save the Date, Morning Of, General, and End of Day posts:

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.

ON DAY OF GIVING, 4/2

Morning Of

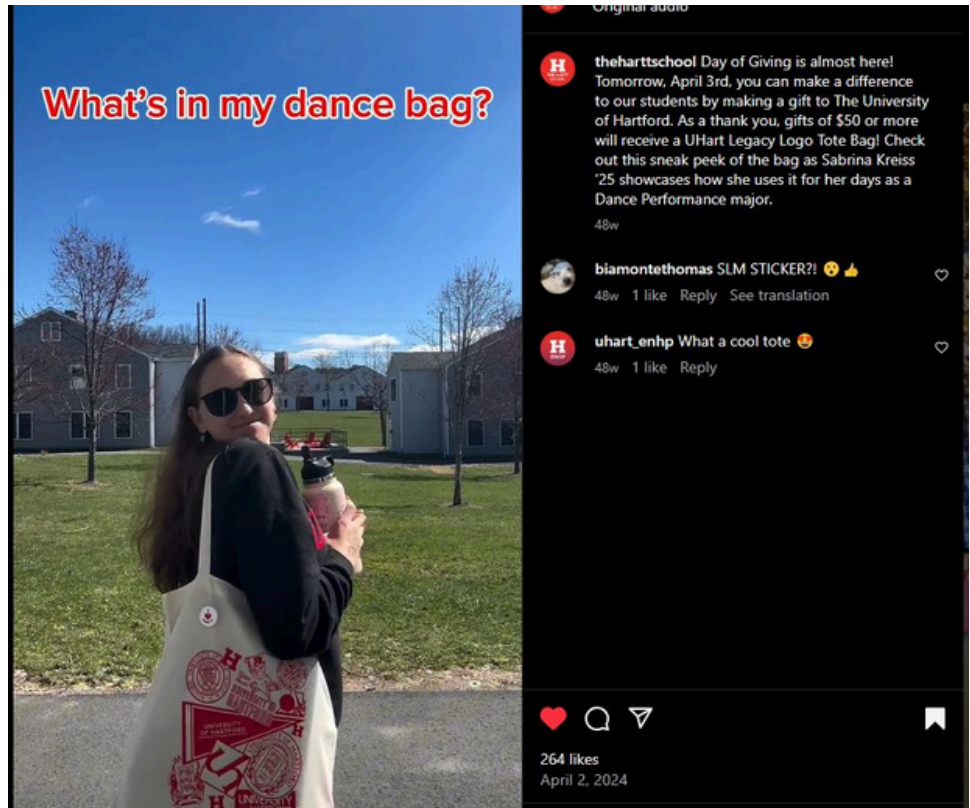
It's Day of Giving! Please consider making a gift to support **<CLUB NAME>** and see how your gift can make a difference.

General Post, Anytime

Day of Giving is here! Let's give back to help make a difference in the lives of students, just like us. Consider making your gift in support of **<CLUB NAME>**.

End of Day – Between 7-10pm

FINAL CALL! The clock is ticking on our Day of Giving! Make your mark 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 whichever fund means the most to you such as one of the seven schools/colleges, BSU, or WAI/LEAD, or write something more specific in the "Other" designation, including 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.





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 M80

1980, MBA Graduate

Questions?

Please do not hesitate to reach out to our Student Philanthropy Ambassadors for any questions at **SPA@HARTFORD.EDU** or text/call **860-484-1113**.