



Giving Day

ADVOCATE TOOLKIT

2025

ABOUT THE TOOLKIT

Giving Day is an opportunity for the Pirate community to band together to make a meaningful impact during Southwestern's biggest day of philanthropy. This year, Giving Day starts on April 9 at noon and will end on April 10 at 6:40 pm, lasting 1840 minutes as a nod to our charter year. But it's not just about one day; it's about coming together to support the programs that **change lives**. This year, we're aiming for **1,500 donors for our 1,500 students**, ensuring **"A Gift for Every Student."**

As an advocate, we need your help in spreading the word about Giving Day. By sharing the excitement with your network, you'll help amplify the message and inspire others to contribute. Whether you're posting on social media or engaging with friends and family, you'll help us make this Giving Day the best one yet.

To make it easy to be a Giving Day advocate, we've created this toolkit. Inside, you'll find everything you need to help spread the word, from messaging templates to tips for maximizing your impact.

Contact Us

Office of Annual Giving
University Relations - CB220
(512) 863 -1205
giving@southwestern.edu

Quick Links:
[Giving Day Site](#)
[Make A Gift](#)
[Advocate Login](#)



FREQUENTLY ASKED QUESTIONS

What is Giving Day?

Southwestern Giving Day is 1,840 minutes of celebrating everything our students and faculty have accomplished and what they can do with the support of our alumni and friends! Gifts of any size help; we really want to see the community come together, especially our alumni. Plus, matches and challenges will help amplify your gift.

Beyond donor support, Giving Day is a wonderful opportunity for you to share your Southwestern stories far and wide and for our alumni to reconnect with classmates.

Where Do I Make a Gift?

Gifts can be directed to any area of campus! There are nearly [200 designations](#) you can give to, so you can pick the one that means the most to you!

Not sure where to give? **The Southwestern Fund** is truly “A Gift for Every Student.” Last year, SU raised and awarded over **\$4.6 million in scholarships, providing financial aid to 98% of students.** Other areas include student-led organizations, academic departments, Athletics, Greek Life, and more.

Ways to Make a Gift:

- Online: Give online at givingday.southwestern.edu or through your unique advocate link. Credit Card, PayPal, Apple Pay, and Google Pay are all available.
- Check: Mail a check to PO Box 770 Georgetown, TX 78627. Please include your gift designation and “Giving Day 2025” in the memo line.
- Call our office at (512) 863-1230 or (512) 863-1410, or text “Giving Day Info” to one of the numbers above.



PREPARING FOR GIVING DAY AS AN ADVOCATE

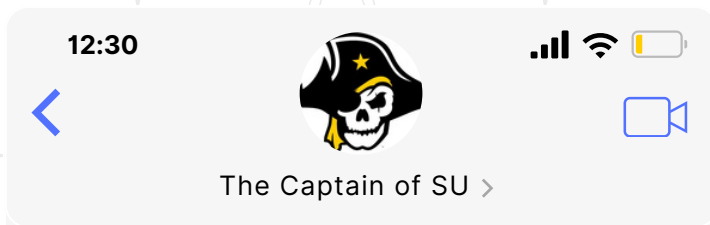
- 1) **Choose** your method(s) of communication: social media, email, texting, or calling.
- 2) **Prepare** your content in advance! This includes your messages, photos, or videos. You can find messaging samples in the toolkit, or you can create your own! We encourage you to use photos from your (or a loved one's) time at Southwestern.
 - a. Use your unique advocate link from GiveCampus in your outreach. Instructions on how to find your link are at the end of this toolkit.
 - b. Want to go the extra mile? Record a 30-second video on why you're passionate about Southwestern and participating in Giving Day.
 - c. Bonus: Update your profile picture and banner with the Giving Day logo (resources can be found [here](#)).
- 3) **Follow** Southwestern on social media as we count down to Giving Day. You can also post leading up to the day to drum up excitement.
- 4) **Add** Giving Day to your calendar. Click on the appropriate link to add the event to your [Google Calendar](#), [Outlook Calendar](#), [Outlook mobile version](#), or [AOL Calendar](#).
- 6) On April 9 and 10, **post, call, text, and email** your network to remind them it's Giving Day and that this is their chance to help support Southwestern's students! Check Southwestern's social accounts for updates throughout the day and tag us in your posts.



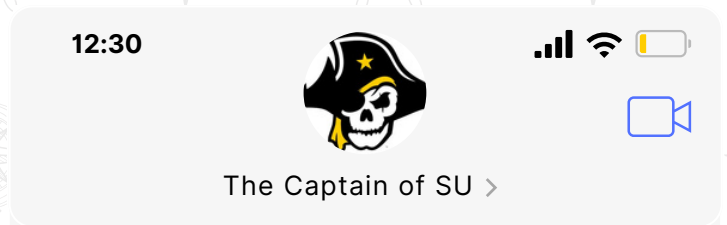
SAMPLE TEXT MESSAGE

You can use your unique giving link from GiveCampus, share the givingday.southwestern.edu URL, or send the webpage directly from your phone.

GENERAL GIVING LINK



UNIQUE GIVING LINK



SAMPLE EMAIL MESSAGE

Subject: Let's Go! It's Southwestern Giving Day!

To: Polly the Parrot

Subject: Let's Go! It's Southwestern Giving Day!

Ahoy, Polly!

Today is Southwestern's Giving Day! This is our chance to join in 1,840 minutes of celebrating everything SU students and faculty have accomplished and what they can do with the support of the community. The goal this year is to make an impact across the whole campus with a goal of 1,500 donors for SU's 1,500 students.

I made my gift to the SU Emergency Fund, but you can make your gift to any area you're passionate about at <<unique giving link>> before 6:40 pm CST on April 10. Gifts of any size are very much welcome! We want to show what's possible when the Southwestern community comes together, and matches and challenges will be available to help your gift go further. Southwestern gave me the resources I needed to be successful, and I'm so excited to pass it forward to change the future of their current students.

Sincerely,

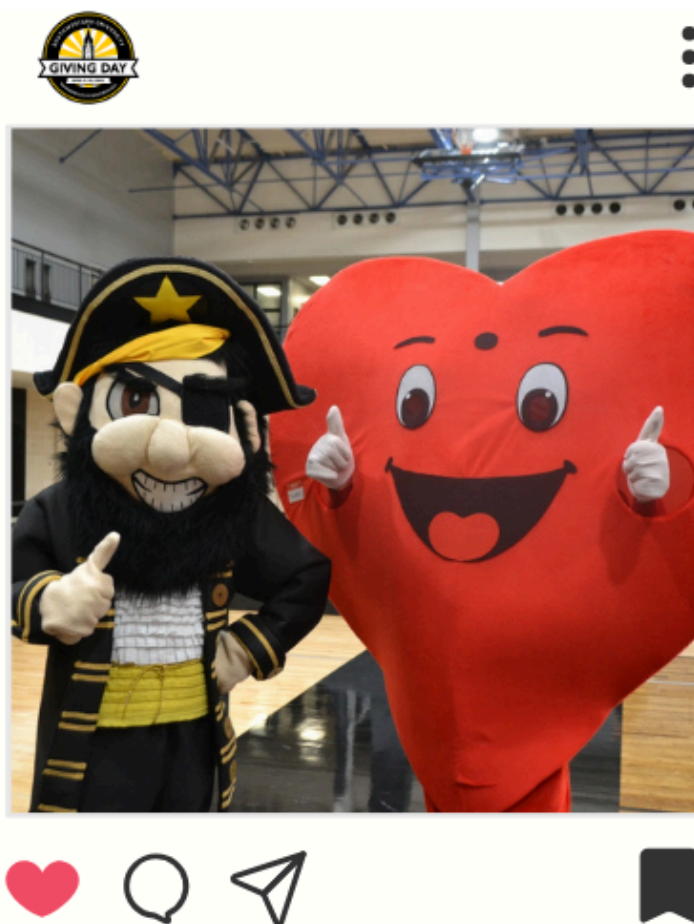
The Captain of SU



Send



SAMPLE SOCIAL MEDIA POSTS



thecaptainofsu Together, we are providing more opportunities with #AGiftForEveryStudent during #SUGivingDay2025. Make your gift to any area of campus between noon April 9 and 6:40 p.m. April 10 to help us #SURpassTheGoal of 1,500 donors for 1,500 students. Link in bio!



thecaptainofsu I was so lucky to be part of a historic moment at Southwestern during the Great American Eclipse in 2024. Now, as an alumni, I'm calling on you to help make history during #SUGivingDay2025. I made my gift to the Career Closet, but you can make your gift to any area of campus at the link in my bio!

You can follow and tag our accounts for...

Southwestern University

Facebook: [SouthwesternUniversity](#)

Instagram: [@SouthwesternU](#)

Alumni Association

Facebook: [SouthwesternAlumni](#)

Instagram: [@southwesternalumni](#)



SAMPLE SOCIAL MEDIA POSTS



thecaptainofsu #SUGivingDay2025 is TOMORROW! You can join me in making a difference for the students of SU by making a gift early to any area of campus at the link in my bio.



thecaptainofsu From making pillow forts in the dorms during snow storms to Late Night Breakfast, Southwestern has always felt like home. To help support the current students calling SU home, you can make a gift at the link in my bio for #SUGivingDay2025.

You can follow and tag our accounts for...

Southwestern University

Facebook: [SouthwesternUniversity](#)

Instagram: [@SouthwesternU](#)

Alumni Association

Facebook: [SouthwesternAlumni](#)

Instagram: [@southwesternalumni](#)



SAMPLE SOCIAL MEDIA MESSAGES

You can copy one of these messages or create your own! We would love to see your photos from your time at Southwestern. You can also create a video message to share your support for the area of campus you feel most passionate about. You can find a list of all the areas needing support [here](#).

- A small act of kindness can make a big impact. Join me in helping the Pirate Pantry to #SustainAStudent this Giving Day. Link in bio!
- Let's help change the lives of SU's students - one gift at a time. My gift to the Southwestern Fund last year helped raise over \$4.6 million in scholarships that 98% of SU students benefitted from. Join me to #SupportAStudent! #SUGivingDay2025
- Current students of Southwestern, your alumni family is cheering you on every step of the way! Alumni, let's show the students we're behind them for #SUGivingDay2025! You can make your gift to any area of campus at givingday.southwestern.edu
- Together, we're providing more opportunities with #AGiftForEveryStudent. Make your gift of any size between noon Wed. April 9 and 6:40 p.m. Thurs. April 10 at givingday.southwestern.edu!
- The clock is ticking! We have 1,840 minutes to make a difference for SU students. Join me in making a gift to the SU Emergency Fund before 6:40 pm on April 10 for #SUGivingDay2025.
- Today, I'm supporting the Career Closet during Southwestern's Giving Day! You can join me by making a gift between noon, April 9th, and 6:40 pm on April 10th at givingday.southwestern.edu!
- #SUGivingDay2025 is just around the corner, on April 9 and 10! This year, we're aiming for 1,500 gifts to honor Southwestern's 1,500 students. I'm supporting the biology department because participating in research projects played a pivotal role in my journey, and I want future Pirates to have the same life-changing experience. Will you join me in making a difference this Giving Day? <<unique giving link>>



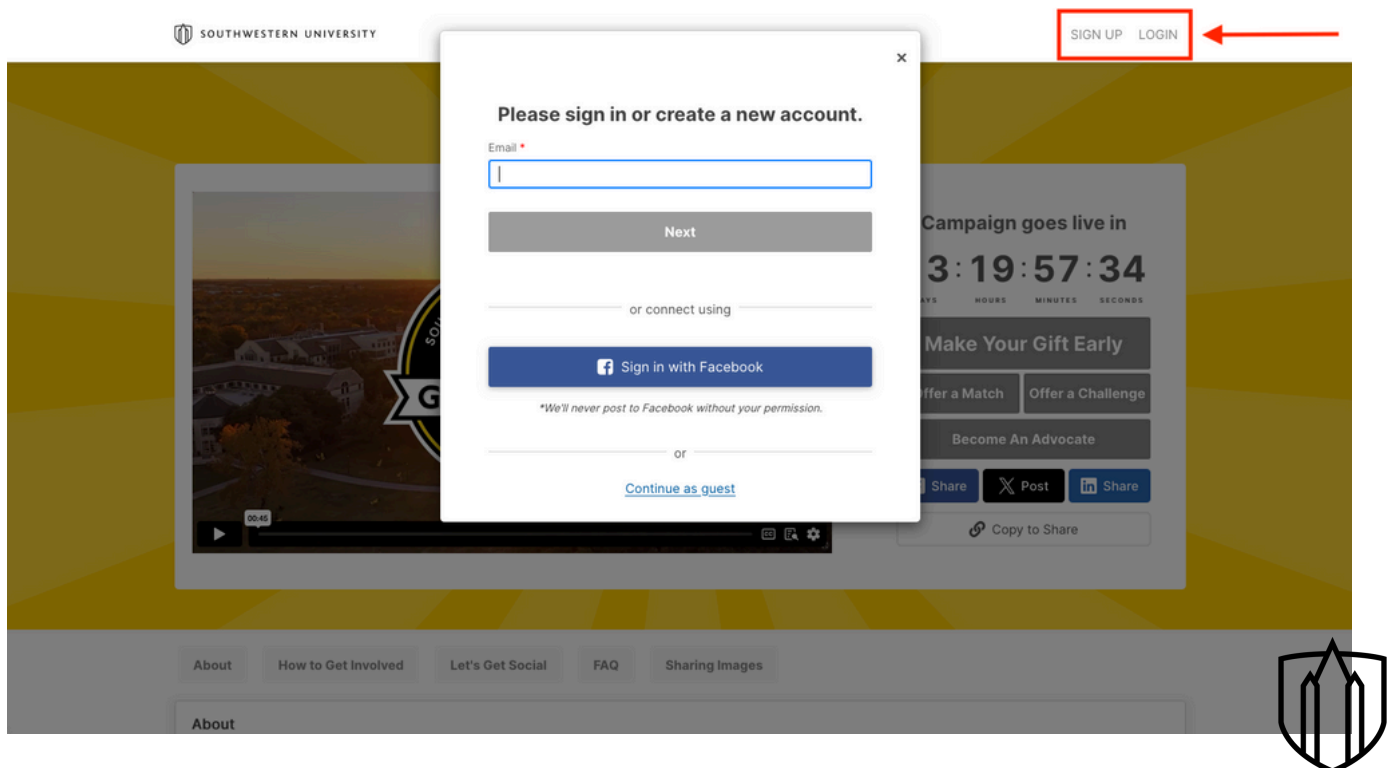
HOW TO FIND YOUR UNIQUE GIVING LINK FROM GIVECAMPUS (OPTIONAL)

With our fundraising platform, GiveCampus, you can sign up for an account and receive a unique link to track any donations people make through your advocacy. This allows you to see your impact in real time!

If you made a GiveCampus account, then you should be able to access your unique link URL through the Giving Day page once logged in. Open a document or note to paste your unique URL so you have it ready when reaching out to people!

Please reach out to giving@southwestern.edu if you need assistance.

Step 1: Go to givingday.southwestern.edu and log in or sign up for an account with our fundraising platform, GiveCampus.

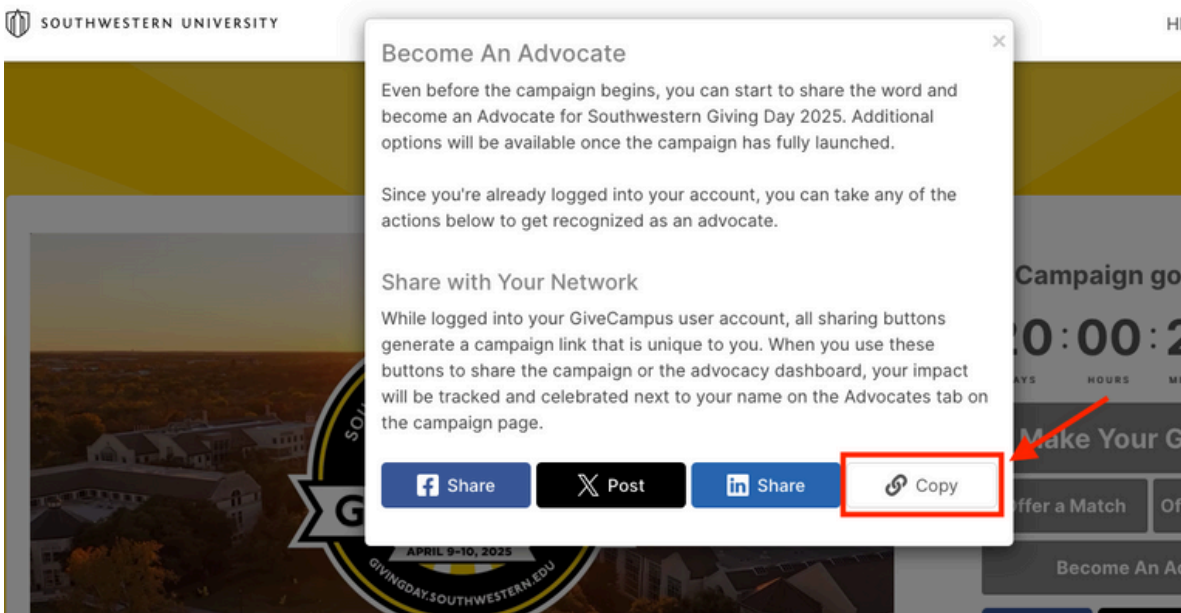


HOW TO FIND YOUR UNIQUE GIVING LINK FROM GIVECAMPUS (CONT'D)

Step 2: Once logged in, click “Become an Advocate” on the Giving Day page.

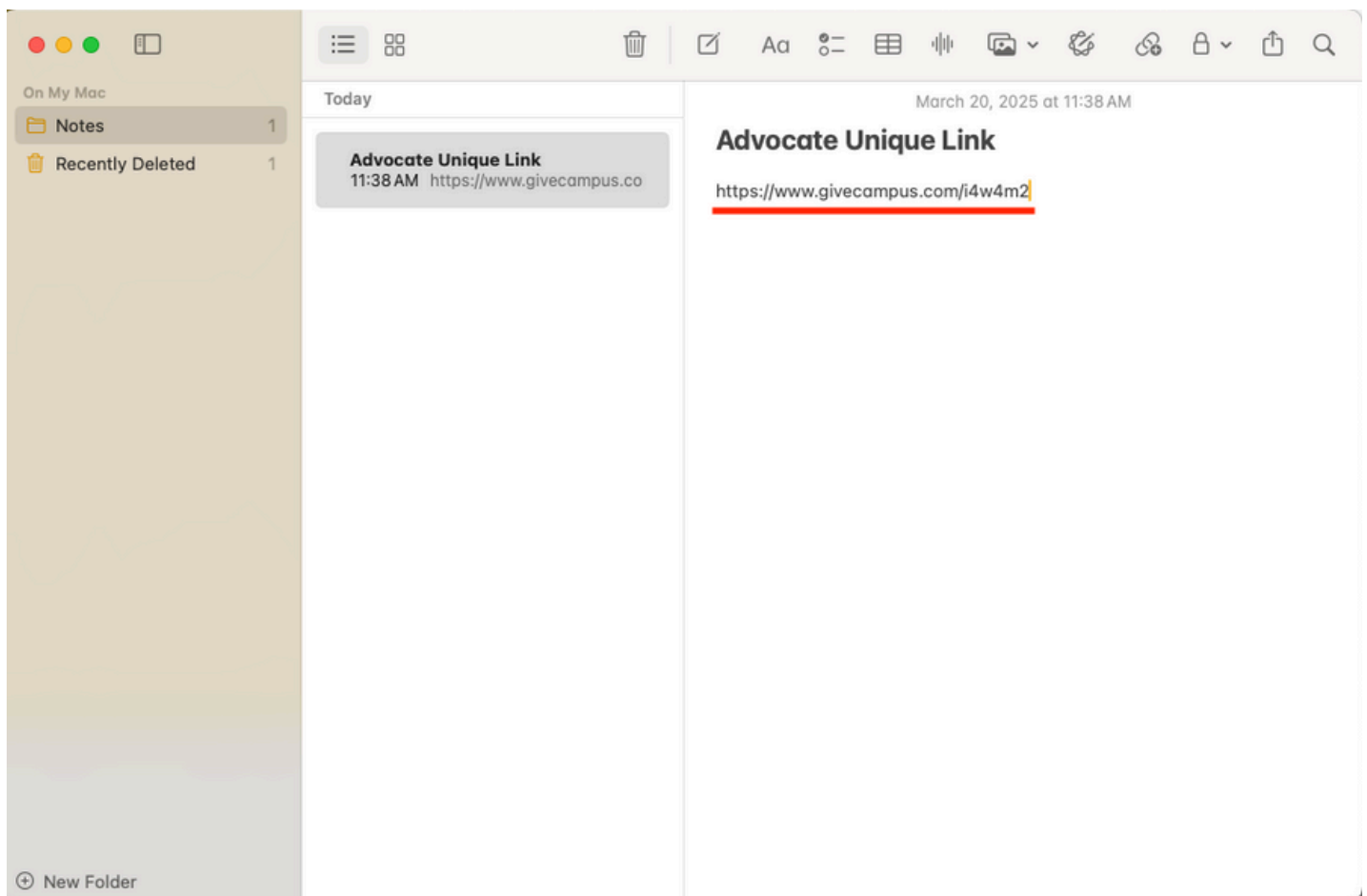


Step 3: A box should pop up with an option to copy your unique link. Click “copy,” and your link will be copied to your device’s clipboard.



HOW TO FIND YOUR UNIQUE GIVING LINK FROM GIVECAMPUS (CONT'D)

Step 4: Finally, paste your unique giving link into a note so you can find it easily. Your unique link can then be shared in your messages and you can watch the impact you're making in real time!





Thank you so much for being a Giving Day advocate for Southwestern. We make amazing things happen when we come together, and we couldn't do this without you.

Your dedication is what inspires others to join in and makes for 1,840 minutes of celebration and success. We're so grateful for your support and look forward to seeing the incredible impact we'll create together on Giving Day.

Thank You!