



CRIMSON & GOLD ADVOCATE TOOLKIT

QUICK FACTS

CHALLENGE DATES:

August 11 – August 15, 2025

WEBSITE:

[Crimson & Gold Challenge 2025](#)

GOAL:

Build excitement for the Crimson & Gold Challenge and invite 'RooNation to show their love for 'Roo student-athletes the week of August 11 – 15.



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WHAT IS THE AUSTIN COLLEGE CRIMSON & GOLD CHALLENGE?

One week every year, 'RooNation unites to show support for Austin College student-athletes. From Monday through Friday, we give back to help our favorite Austin College sport win the Challenge while making a difference for Austin College Athletics.

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 the Crimson & Gold Challenge! We'll give you everything you need: a digital toolkit, images, and assets.





HOW TO PARTICIPATE

WHICH GIFTS COUNT?

A gift of any size toward any Austin College athletic fund during the week of the challenge.



WILL MY GIFT BE MATCHED?

Maybe! You might be able to DOUBLE your impact without spending an extra cent. There will be matching opportunities available on the C&G Challenge [GiveCampus page](#) for various athletic causes and teams throughout the day—check it out on August 11 to learn more.

HOW TO BE AN ADVOCATE

If you are interested in being an Advocate or have any questions about it, please reach out to Define 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 Crimson & Gold Challenge [GiveCampus 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 a crucial first step toward 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.

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 GiveCampus Advocate Page to share the Crimson & Gold Challenge 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]

Did you know that August 11-15 is the Crimson & Gold Challenge for Austin College Athletics? 'RooNation will come together for one week to show our 'Roo pride and our support for Austin College student-athletes.

There will be matches and challenges throughout the week, so we could all DOUBLE our impact without spending an extra cent. And with our support, our favorite sport at Austin College can win the Challenge!

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

Examples:

- I love athletics because I gained so many skills in leadership and teamwork when I was on the basketball team at Austin College.
- I loved my time at Austin College because of the relationships I built with teammates [and/or] coaches, and I want to support today's student-athletes so they can have the same experience.

I hope you'll join me in supporting the Austin College sport 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 Crimson & Gold Challenge August 11 – 15! Make a gift to show your love for 'Roo student-athletes.

SAMPLE VOICEMAIL

Hi, [NAME], this is [NAME]. I'm calling to make sure you know this week is the Austin College Crimson & Gold Challenge! Today through Friday, 'RooNation shows our support for student-athletes by making a gift. I hope you'll join me. Thanks, and talk to you soon!

SAMPLE TEXT MESSAGE

It's time for the Austin College Crimson & Gold Challenge! Join me in contributing to the 'Roo sports team you love most—every gift will add up to enhance the student-athlete experience. Go 'Roos!

A photograph of three male athletes in white Austin College jerseys celebrating on a field. One athlete is in the foreground, looking towards the camera, while two others are behind him, one with his arms around the other's shoulders. The background is slightly blurred, showing other people and a field.

FREQUENTLY ASKED QUESTIONS

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

Michelle Filander was recently named the next Director of Athletics by Austin College President Steven O'Day. Prior to stepping into her new role as Director of Athletics, Filander served as the head women's basketball coach, Assistant Athletics Director, and Senior Woman Administrator.

Olivia Hunt '17 was named Austin College's new head women's basketball coach. Hunt joins Austin College Athletics after serving as an assistant coach for the University of North Texas women's basketball team.

Austin College Men's Soccer will celebrate their 50th Anniversary during this year's Homecoming Weekend, October 17-19.

This year's Homecoming Weekend will be October 17-19. Registration for Homecoming Weekend 2025 will open in September. We will be celebrating our newest addition to the Golden 'Roos—the Class of 1975!

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 our student athletes and the 'Roo sport that you love. Don't be intimidated; share what you loved about Austin College Athletics and others will join you!

WHAT SHOULD I POST?

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

- **Explain the Crimson & Gold Challenge:** The Crimson & Gold Challenge is a week about celebrating and supporting our student-athletes and 'Roo athletics. The team receiving the most gifts wins the challenge!
- **Share your story:** Post pictures from your time at Austin College. Talk about how Austin College Athletics made a difference in your life. Share a memory of your favorite sports team, sporting event, coach—whatever 'Roo athletics memory means the most to you!
- **Be creative:** Share why you support Austin College Athletics. 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 sport that matters most to them!