

GivingTuesday 2025

ADVOCATE TOOLKIT



USING THE TOOLKIT

What is Advocacy?

You care about St. John's College and its future. Now, you can further your personal impact and help secure the future of the Program and its legacy by leveraging your personal connections in support of St. John's.

By sharing information about GivingTuesday within your network using the provided templates - through social media, emails, and texts - your influence can help grow the support of St. John's.

By signing up to be an advocate, you will receive a unique link that can be shared within your network and you will be recognized for every gift you generate from your link.



SOCIAL MEDIA TEMPLATE

Hey St. John's friends! Today, Johnnies everywhere are celebrating GivingTuesday! Supporting St. John's helps ensure that current Johnnies have access to scholarships, student support, and campus experiences that are vital to the Johnnie experience.

Join me in honoring the legacy of the Program and support the Fund for St. John's! Make a gift at [insert your giving link here]!

#GivingTuesdaySJC
#StJohnsCollege

EMAIL TEMPLATE

Hi [Name],

Did you hear that today is GivingTuesday?

Today, Johnnies everywhere are coming together to honor our rich history and support current and future Johnnies.

[CUSTOMIZE: share why supporting St. John's is important to you]

I hope you'll join me by making a gift to the Fund for St. John's at [INSERT YOUR PERSONAL GIVING LINK HERE] to help St. John's reach its GivingTuesday goal!

Thank you for your support! Together, we can secure the legacy of the Program!

[Your name]

TEXT MESSAGE TEMPLATE

Hey [Name]! Today is GivingTuesday at St. John's! I hope you will join me in making a gift to honor our incredible history and support current and future Johnnies today at [INSERT PERSONAL GIVING LINK]!