



# Advocate Playbook

**THANK YOU FOR BEING A BAREFOOT ATHLETICS CHALLENGE ADVOCATE  
IT'S TIME TO SUPPORT BABSON ATHLETICS!**

From March 2–4, the Babson community will come together for the Barefoot Athletics Challenge. Alumni, parents, students, faculty, staff, and friends are invited to take part in this annual fundraiser in support of our Babson Athletics programs.

You can participate by making a gift during the Barefoot Athletics Challenge and by becoming an advocate—helping spread the word about this important event. Every gift and every shared message helps create meaningful moments, wins, and milestones for our student-athletes.

Thank you for your support of our Beavers!



# Sign Up and Get Started

[Become An Advocate](#)



Getting started is simple, just complete these two quick steps:


1.) Register to create an account or log into to our online giving site


*\*New users will receive an email from our platform GiveCampus to confirm their registration.*


2.) Scroll down to the "Advocates" section at the bottom of the page.

Here you will find links to share the campaign on social media with a unique link that will track the number of clicks, gifts, and dollars you generate.

**Become An Advocate**

 Share

 Post

 Share

 Copy to Share



**Need Help?**

If you have any questions or need assistance, we're here for you!

Email [thefundforbabson@babson.edu](mailto:thefundforbabson@babson.edu)

# Start Sharing!



**TIP:** Personal outreach is the most effective way to inspire others. In addition to social media, you can email, text, and call your friends too!

## Use Your Custom Link

While logged into GiveCampus, utilize the social media buttons to share posts using your custom link. Alternatively, click the "Copy" button to copy your custom URL. Make sure to always use your custom link while signed into GiveCampus to track your advocacy efforts and receive credit for your hard work!



## Post to Social

Share the campaign with your social media network encouraging them to donate. Get creative and make your message compelling — you can even add a custom video!



## Watch Your Support Grow

Access your Advocacy Dashboard anytime in the sidebar. Keep track of the clicks and gifts generated by your custom link, along with a running total of the amount you've raised for your impact area!



# HOW TO MAXIMIZE YOUR IMPACT

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## Make Your Gift

Start off strong by making a gift using your own custom advocate link. Once you are done, post on social to share that you've invested in Babson for the Barefoot Athletics Challenge to inspire others to do the same.

## Use Matches and Challenges

You have the option to propose your own match or challenge or explore existing matches and challenges that align with your impact area. Amplify your impact by leveraging these additional dollars.

## Share Your Babson Pride

Use your unique link to spread the message across all your social media channels and consider including the reason you give in your caption. Remember, you can go beyond social media and ask friends to make a gift by emailing or texting them the link too!



**TIP:** Boost your impact by tagging others in your post and personally inviting them to contribute.

Friends are often more inclined to give when you reach out to them directly.

# FOLLOW AND TAG US ON SOCIALS

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[@babsonalumni](#)  
[@babsonathletics](#)



[@Babson College](#)  
[Alumni and Friends](#)



[@Babson College](#)  
[Alumni and Friends](#)



[@babsonathletics](#)



Ready to post?

Click on the photo, download & GO!

# Sample Messaging

Make these your own, these are just to get you started!



## Social Media

 Every Moment. Every Win. Every Milestone.

Join me in supporting Babson Athletics during the Barefoot Athletics Challenge, March 2–4. Every gift helps move our teams forward.

 Donate here: [\[Insert unique link\]](#)

#BeatOurBest #BarefootChallenge

Join the Barefoot Challenge and support Babson student-athletes as they reach new moments, wins, and milestones. Every gift makes a difference.  

 Give here: [\[Insert unique link\]](#)

#GoBabo #BarefootChallenge

## Text Message/ Direct Message

The Barefoot Challenge is here! Will you show your support for our incredible Babson Athletics teams and help create meaningful moments for our student-athletes?

Give here: [\[Insert unique link\]](#)

If you gave to a specific team:

Hi [person's name], it's the Barefoot Athletics Challenge! I gave to [team(s) of your choice], will you support them too?

[\[Insert unique link\]](#)

## Email

Dear [First Name],

From March 2–4, Babson Athletics is hosting the Barefoot Athletics Challenge, and I'm inviting you to join me in supporting the team that means the most to you.

This is a chance to come together as part of the Babson community to support our fellow Beavers and help create more moments, wins, and milestones for our student-athletes.

A donation of any amount makes a difference. Thank you for being part of what makes Babson Athletics so special.

Go Babo!

[Your Name, [Class of XXXX]]

# We Couldn't Do It Without You!



## Questions?

Thank you for being a Barefoot Challenge Advocate!

Email [thefundforbabson@babson.edu](mailto:thefundforbabson@babson.edu) anytime and we can assist you further.

[Email Us](#) >