

Become an Advocate for Marist's Day of Giving!

Make an impact by encouraging your classmates, family, and friends to support Marist on March 25, 2026!



What is An Advocate?

Advocates are students, alumni, families, and friends who love Marist and play a powerful role in bringing Day of Giving to life.

Why Should I Be One?

By sharing your Marist story and encouraging participation, you help amplify collective impact and inspire support for the experiences, opportunities, and innovation that define the Marist community.

It's easy to become an Marist Day of Giving Advocate. Here's how:

✓ Create a GiveCampus Account and Access Your Unique URL

- Go to marist.edu/dayofgiving and click "BECOME AN ADVOCATE" to create or access yours. You can also use your unique advocate URL if it was sent to you via email.
- We can only celebrate your impact if it's linked to you — you MUST use your unique URL in order for us to track gifts and donations that will help you earn incentives and bragging rights

🎥 Tell Your Story

- Find your "why". We all love Marist and it is important to make advocacy personal. Share a story, memory, or fun fact about your Marist experience to help others see the importance of giving.
- Download images/assets from the [Social Toolkit](#) as well as consider your own Marist photos to use
- Film a quick, casual video about why others should join. Keep it fun and tag us to be shared!

✉ Share, Share, Share

- The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- Share via Facebook, X, LinkedIn, Instagram, Text Message, Email, Phone Call, or Carrier Pigeon... The sky's the limit!

★ Consider Your Own Gift and Promote Giving Options

- Lead by example — make your gift early. It's easier to inspire others when you've already given.
- Gifts can be split up to 5 different ways - consider listing and sharing the designations most important to you for others to consider giving to.
- Keep up-to-date with challenges and matches during throughout the day. Each gift can amplify the impact on Red Foxes!



- Review this video from our 2026 Advocate Rallies to learn more! [Recording Link \(To Be Added\)](#)

Passcode:

- Reach out to the Advancement team at marist.fund@marist.edu with any questions!



2026 Advocate Toolkit:

Quick Facts

Official Title	Marist University's Day of Giving
Presented By:	Office of Advancement
Event Date:	Wednesday- March 25, 2026
Goal:	4,000 donors
Purpose/Fund:	On March 25, Red Foxes everywhere will Rise Together again for Marist's annual Day of Giving—24 hours dedicated to making an impact. Building on the spirit that unites us, let's come together to make this Day of Giving one to remember.
Time Period:	24 hours
Website URL:	marist.edu/dayofgiving
Email:	maristfund@marist.edu or giving@marist.edu
Phone:	845-575-3563
Hashtags:	#MaristDayofGiving #Marist #RedFoxesRiseTogether
Campaign Themes:	<ol style="list-style-type: none">1. Red Foxes Rise Together2. Your Gift Inspires...3. Tradition of Impact. A Future of Possibility



- Review [this video from](#) our 2026 Advocate Rallies to learn more:
[Recording Link \(To Be Added\)](#)
Passcode:
- Reach out to the Advancement team at marist.fund@marist.edu with any questions!



2026 Advocate Toolkit:

Action Plan / Communication Timeline

Prior to Day of Giving:

- Create your account, have your unique URL, start to hype it up and spread the word to your networks
 - *Sample outreach:* Save the date! March 25 is Marist's Day of Giving! Ready to join me in empowering the @Marist community to achieve more and give back in meaningful ways? **[unique URL]**

During Day of Giving:

- Log in early and make sure you are staying up to date throughout the day with milestones, matches and challenges.
- As donors respond to your call to give, you will see how many clicks, gifts, and dollars you generate in real time in the Advocates tab of the campaign site.
- Consider creating some "outreach waves" during different times of the day
 - *Sample outreach:* Every gift to @Marist contributes to a legacy that honors our past, strengthens our present, and fuels the next chapter of possibility for our students and community. Please join me in supporting Red Foxes this #MaristDayOfGiving: **[unique URL]**

Notes and suggestions:

- Early giving is now open. As soon as you create your profile and/or have your unique URL, you can start sharing.
 - Encourage your friends to share – you can even make it a friendly competition!
 - Watch for posts from @Marist, @officialmaristalumni and other Marist accounts to help inform you on what is happening throughout the day.
 - Make your asks personal, don't be afraid to reach out one-on-one in addition to broad outreach.
 - Tag our accounts and be sure to use the hashtag #MaristDayOfGiving on anything you post online.
-



- Review [this video from](#) our 2026 Advocate Rallies to learn more:!

Recording Link (To Be Added)

Passcode:

- Reach out to the Advancement team at marist.fund@marist.edu with any questions!



2026 Advocate Toolkit:

Action Plan Timeline (cont'd)

MARCH

Sun Mon Tue Wed Thu Fri Sat

1	2	3  Inside Marist Hype Video Released	4	5	6	7
8	9	10  Inside Marist Advocate Spotlight	11 Advocate Rally: 12pm	12 Advocate Rally: 7pm	13  Advocate Toolkit & Resources Shared	14
15	16	17	18  One Week Out Reminder	19	20	21
22	23	24  One day out Matches & Challenges Announced	25 	26  Thank you and final update	27	28
29	30	31	 Feel free to use our communication schedule and content to help craft an time your own messages and outreach.			