

Advocate Toolkit

» April 29-30



Thank you for being a special part of 40 Hours for the Forty Acres!

40 for Forty is The University of Texas at Austin's annual, Texas-sized, university-wide day of giving. During 40 for Forty, alumni, students, faculty, friends, parents and staff come together to support the bold ideas and world-changers of tomorrow.

Advocates like you get the word out about 40 for Forty by asking your network to support the participating group you care about most! People are most likely to give when asked by a peer or friend, so your participation makes a **huge** difference. During the last campaign, advocates raised **more than half** of all gifts!

What starts here changes the world — and that starts with you. Thank you for being a 40 for Forty advocate!

Looking for...

- > [How to Sign-Up?](#)
- > [The match and challenge schedule?](#)
- > [Help with something else?](#)

IN THIS TOOLKIT

[Sign Up / Get Set Up](#) >

[Match & Challenge Schedule](#) >

[Share!](#) >

[Questions](#) >



Sign Up and Get Set Up

Getting set up as an advocate is as easy as 1-2-3.

1. Sign Up and Sign In

If you haven't already, [click here](#) and click on the 'Become an Advocate' button to register as an official 40 for Forty advocate. Make sure to check your email and confirm to complete your sign-up! Don't see your confirmation email from GiveCampus? Check your spam folder.

Been a 40 for Forty advocate before? Sign into your existing GiveCampus account and start sharing!

Login during 40 for Forty and access your dashboard by clicking on advocacy dashboard on the page!

LOG IN >

2. Select Your Area to Support

During the campaign sign into your GiveCampus account and search for your area of support by using the search function or clicking through our participating groups.

3. How to get a Link

Underneath the "Give Now" button on your group, click "Copy Link" to get a unique link tied to your page.



Share!

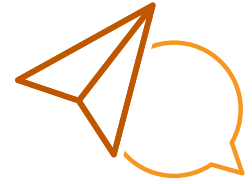
Ready to post? We've made it easy for you!

Sharing your link

Sign into your GiveCampus account and choose your area to support. Underneath the "Give Now" button on your area of support, click "Copy Link" to get a unique link tied to your page. You're ready to share 40 for Forty with your network!

Sending personal, one-on-one messages is the most impactful way to raise donations. Remember to use your custom link when you email, text, or DM to let people in your network know about 40 for Forty.

Don't know how to start, use our templates to help craft your messaging and make progress towards our advocates incentives.



Check out our email, text, and social message templates to help craft your 40 for Forty messaging!

Turn Your Social Burnt Orange

Posting your custom link to social media is an easy way to share 40 for Forty with the people you know! Looking for 40 for Forty images or captions? **We've got you covered!**



See Your Totals

Log into your advocacy dashboard any time and check your impact and progress to see how many clicks, gifts, donors and dollars you've raised during 40 for Forty!

DON'T FORGET!

Stay logged into your account **every time you share your link** — or make — a 40 for Forty gift to see your impact and progress.

Build Your Schedule



The 40 hours will be over before you know it!
Follow these three tips to maximize your impact.

1. Make Your Gift

Start off strong by clicking through your own custom Advocate link to make your 40 for Forty gift! (And don't forget... you're allowed to make more than one gift!) Once you're done, make a post to share that you've joined 40 for Forty and encourage others to do the same.

2. Useful Matches

Gifts make a bigger impact during a 40 for Forty match! Pick a match opportunity and rally your network to give during those times.

All times Central

Wednesday, April 29

- | | |
|-------------------|--------------------------------|
| 6 a.m. – 8 a.m. | 40 for Forty Daybreak Match |
| 8 a.m. – 10 a.m. | World-Changer Spirit Match |
| 10 a.m. – 12 p.m. | Longhorn Dash for Impact Match |
| 2 p.m. – 4 p.m. | Texas-Sized Impact Match |
| 4 p.m. – 6 p.m. | Burnt-Orange Pride Match |
| 6 p.m. – 8 p.m. | Bevo's Bold Idea Match |
| 8 p.m. – 9 p.m. | Bevo's Prime-time Match |

Thursday, April 30

- | | |
|------------------|-------------------------|
| 8 a.m. – 10 a.m. | Rise and Shine Match |
| 10 a.m. - 2 p.m. | Fuel the Future Match |
| 2 p.m. – 4 p.m. | The Future is NOW Match |
| 4 p.m. – 8 p.m. | Bold Longhorn Match |
| 8 p.m. – 10 p.m. | The HOMESTRETCH Match |

Complete match and challenge details can be found in the challenge and rules section at 40for40.utexas.edu.

3. Advocate Challenges

Advocate Challenge: Gift Count

The top 5 advocates with the greatest number of gifts throughout the entire 40 for Forty event will receive awards that can be designated to a participating group or designation of your choice. You must create and be logged into your GiveCampus account when sharing links from the 40 hours for the Forty Acres website for your advocacy to count.

**Winners will be announced when the campaign ends.*

April 29, 6 a.m. - April 30, 10 p.m. Central

1st Place – \$750 award

2nd Place – \$500 award

3rd Place – \$250 award

4th Place – \$150 award

5th Place – \$100 award

Advocate Challenge: Dollars Raised

The top 5 advocates with the greatest highest cumulative dollar amount raised throughout the entire 40 for Forty event will receive awards that can be designated to a participating group or designation of your choice. You must create and be logged in to your GiveCampus account when sharing links from the 40 Hours for the Forty Acres website for your advocacy to count. *Winners will be announced when the campaign ends.

April 29, 6 a.m. - April 30, 10 p.m. Central

1st Place – \$750 award

2nd Place – \$500 award

3rd Place – \$250 award

4th Place – \$150 award

5th Place – \$100 award



4. Check Your Email!

40 for Forty always has a few surprises! Check your email frequently April 29-30 to hear about other opportunities to maximize your impact!

Questions?

Thank you for being a 40 for Forty advocate!
Our team is here to help.

Email 40forForty@utexas.edu any time!

Email Us

