

SLU Giving Day Thursday, April 9, 2026 ADVOCATE TOOLKIT

For more information please contact:
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Guidelines for ADVOCATES

***Be sure that your posts are set as public so they will show up on our Tagboard and so we can share and retweet your posts as well!**

Prior to SLU Giving Day – March 26 - April 8

- Create your GiveCampus account and decide where you want to direct support.
- Post 2-3 times within the two weeks prior to SLU Giving Day across all platforms. You do not need to have 2-3 posts on each platform, just 2-3 posts total.
 - At least one should be original content, (meaning not just shared content that SLU has already posted)

On SLU Giving Day – April 9

- Encourage at least 10 friends and family members to give SLU Giving Day. This could be through email, text, direct message, carrier pigeon, etc...
- Posting on social media is appreciated as well. 1-3 posts on SLU Giving Day across all platforms is a great target to shoot for.
 - At least one post should be original content, (meaning not just shared content that SLU has already posted)
 - You can personally thank friends and family that have given. You can share that you have made your gift and/or share updated for a specific challenge that is important to you.
 - Be sure to include your personal link to get entered into all the fun raffle prizes we have in store!

Post SLU Giving Day – April 10

- We ask that you either share or use original content to showcase our final numbers and thank everyone who participated.

Sample Social

Feel free to use one of the pre-written sample posts. Be sure to personalize the post and fill in the blanks. Post alongside one of your favorite SLU photos and include the hashtag **#SLUGivingDay**. *Don't forget to include your personal referral link! and make your post public!*

Sample Posts

- I made a gift to SLU because the University had a big impact on my life. Join me at (link)! **#SLUGivingDay**
- My experiences as a SLU student taught me _____, and I want others to have the same opportunities that I did. Join me at (link)! **#SLUGivingDay**
- I made a gift to the _____ challenge! We only need _____ more gifts until we unlock that challenge gift! (link). **#SLUGivingDay**
- I want others to have the same opportunities that I had at SLU. Join me at (link)! **#SLUGivingDay**
- SLU students aspire to make the world a better place. Join me in supporting them at (link)! **#SLUGivingDay**
- The scholarship support I received at SLU changed my life. Help me pay it forward at (link)! **#SLUGivingDay**

Original Content Tips

Produce content that matters to you!

- Post thank you messages to friends and family who give using your referral link.
- Take and share videos of you and your friends supporting giving day.
- Share your favorite articles about SLU.
- Share nostalgic photos (old grad photos, class photos, fraternity/sorority photos, etc.)

Post a Personal Plea

Challenge your fellow SLU classmates, friends, and family to give during SLU Giving Day! Record a video message and post it to the Giving Day Page. (in the advocacy dashboard)

E-mail

Send emails to challenge your fellow SLU classmates, friends, and family to give during the SLU Giving Day. Feel free to use one of these sample e-mails. Be sure to personalize it to fit your writing style and fill in the blanks (variables are in italics). *Don't forget to use your personal referral link!*

Sample e-mail to fellow alumni

Dear _____,

Our years at SLU changed our lives. And now, we have the opportunity to do the same for someone else. Saint Louis University is holding its ninth SLU Giving Day and there are many different projects

that need your help! Some even have challenges and matches throughout the day so by giving today, your gift can have an even bigger impact.

I gave because _____ and I am asking you to give too.

Visit (link) and join me in making a gift today.

Best wishes,

Sample e-mail to non-alumni (from an alumnus)

Dear _____,

As you may know, I attended Saint Louis University for my *undergraduate/graduate* degree. Those *four* years at SLU changed my life.

Support from alumni, friends, faculty and staff does so much more than just help with the cost of attending a terrific university. Scholarships and awards allow students to follow their dreams without having to worry about financial burdens. Scholarships and awards encourage scholars to pursue their own interests and mine their potential.

Saint Louis University is holding its ninth SLU Giving Day and there are many different projects that need your help! Some even have challenges and matches throughout the day so by giving today, your gift can have an even bigger impact.

I gave because _____ and I am asking you to give too.

Visit (link) and join me in making a gift today.

Best wishes,

Sample e-mail to fellow Faculty/Staff Members

Dear _____,

Working at Saint Louis University has been wonderful. We have helped countless students grow into men and women for others. Saint Louis University is holding its seventh SLU Giving Day and there are many different projects that need your help! Some even have challenges and matches throughout the day so by giving today, your gift can have an even bigger impact.

Faculty and Staff are encouraged to give to the Helping our Own Fund, which provides emergency assistance to fellow faculty and staff members in financial crisis, or the SLU Annual Fund, which will provide critical support to current and future SLU students.

I gave because _____ and I am asking you to give too.

Visit (link) and join me in making a gift today.

Best wishes,

Sample e-mail to fellow students

Dear _____,

Our years at SLU will have a lasting impact on our lives. But we do not have to wait until graduation to do the same for fellow students.

Saint Louis University is holding its ninth SLU Giving Day and there are many different projects that need your help! Some even have challenges and matches throughout the day so by giving today, your gift can have an even bigger impact.

I know as a student it is difficult to give. Many of us are working very hard to make it through school, but gifts of all amounts truly do make a difference. I gave because _____ and I am asking you to give too.

Visit (link) and join me in making a gift today.

Best wishes,

Texts

You can also send texts to challenge your fellow SLU classmates, friends, and family to give during the SLU Giving Day. Feel free to use one of these samples but be sure to personalize it to fit your writing style and fill in the blanks (variables are in italics). *Don't forget to use your personal referral link!*

Sample text to fellow alumni

Hey _____! I am sure you are aware that SLU is hosting its ninth annual SLU Giving Day today. Our years at SLU changed our lives. And now, we have the opportunity to do the same for someone else. I am supporting _____ today. Can we count on you to help us reach our goal?

Sample text to non-alumni (from an alumnus)

Hey _____! As you may know, I attended Saint Louis University for my *undergraduate/graduate* degree. Those *four* years at SLU changed my life. Today, SLU is hosting its ninth annual SLU Giving Day. I am supporting _____ today. Can we count on you to help us reach our goal?

Sample text to fellow faculty/staff members

Hey _____! I am sure you are aware that SLU is hosting its ninth annual SLU Giving Day today. I am supporting _____ today. Can we count on you to help us reach our goal?

Sample text to fellow students

Hey _____! I am sure you are aware that SLU is hosting its ninth annual SLU Giving Day today. Our years at SLU will have a lasting impact on our lives. But we do not have to wait until graduation to do the same for fellow students. I am supporting _____ today. Can we count on you to help us reach our goal?