

2026 HILLTOP SUMMER TEE
TRADITION
Advocate Toolkit

SAINT
ANSELM
COLLEGE



1889

Thank you for joining us as a Hilltop Advocate for our Annual Summer Tee Campaign! Your efforts help strengthen our community and ensure today's students have the resources and support they need to thrive.

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CAMPAIGN OVERVIEW

Each summer, Saint Anselm College releases a limited-edition tee available only for a short time. Any donor who gives \$25+ to a designation of their choice will receive the tee.

Returning This Year – Class Banner Raffle!

Every alum who makes a gift of \$25 or more will automatically be entered into a special raffle. One lucky winner will receive a custom Saint Anselm banner featuring their class year!

GETTING STARTED

Encourage your friends, family, and classmates to join you in making the annual summer tee campaign a success. It's easy to spread the word and track how many clicks, gifts, and dollars your outreach is driving – all while making an impact for current and future Anselmians!

To become a Hilltop Advocate and take advantage of these tools, follow these steps:

1. On the campaign page, click “Sign Up” in the top right corner.
2. Log in or create an account either by using your Facebook login or your email.

3. Spread the word! Once you are logged in, click the Facebook, LinkedIn, X, Text (on a mobile device), or Email buttons. Your activity will be tracked on the Advocates tab.
4. You can also record a personal video to share!

Hilltop Advocate Perks!

As a thank you for helping spread the word, we've added exclusive perks just for our Hilltop Advocates:

- Secure 1 gift – Get an exclusive Saint A's sticker
- Secure 3 gifts – Earn a Saint A's luggage tag
- Secure 5 gifts – Receive a Saint Anselm branded mug
- The advocate who brings in the most gifts (minimum of 10) will receive a Saint Anselm Swag Bag!

FAQ's

Who can give?

Anyone! Alumni, parents, faculty, staff, and friends of the College are all welcome to participate and receive the limited-edition t-shirt with a \$25+ gift.

What if I already gave earlier this year?

Thank you for your support! To receive the exclusive summer t-shirt, you'll need to make a new gift of \$25 or more during the campaign.

Can I choose where my gift goes?

Yes! You can support what matters most to you: scholarships, athletics, academic departments, or any other designation.

How will I receive my shirt?

Shirts will begin shipping in late August after the campaign has concluded.

Is the gift tax-deductible?

Yes, your gift is tax-deductible to the fullest extent allowed by law. The estimated fair market value of the t-shirt is \$15, which will be reflected in your gift receipt.

KEY DATES AND TIMELINE

The campaign launches on Thursday, August 7 and will run through Thursday, August 14. There will be a limited pre-launch campaign starting July 14.

Our communication calendar below includes dates that we are doing communications so you know what to expect and can strategize your own outreach. We're asking that you make your biggest push on Friday, August 8th.

You can find email templates in GiveCampus, as well as social media, texting, and email templates within this toolkit.

DATE	OUTREACH	PLATFORM
7/16/26	Advocate Pre-Launch	Email, Text
8/6/26	Pre-Launch Teaser	Email, Social Media
8/13/26	Official Launch Day	Email, Social Media, Text
8/13/26	Advocate/Peer-to-Peer Outreach (this is you!)	Email, Social Media, Text
8/16/26	General Outreach	Email, Social Media
8/19/26	Deadline Reminder	Social Media
8/20/26	Final Day	Email, Social Media, Text

RESOURCES

Quick Talking Points

- A donation of \$25+ gets you this year's limited-edition tee and supports current and future Saint Anselm students.
- It's not just a shirt, it's a way to give back to what shaped you.
- This year's design is exclusive to 2026.
- Gifts can be selected to any designation of their choice (general fund, scholarships, sports, etc).

Hashtags

- #AnselmianAlways #HilltopPride #SaintAs

Sharing URL

Once you've logged in or created an account on GiveCampus, you can find your own unique sharing URL within the advocacy section. Use this unique link when sharing the campaign with your network. This ensures GiveCampus can track your impact, including clicks and donations generated through your link.

Annual Giving Team Contact Info

For any general questions or to report technical issues, please contact Karrie Boskee, Annual Giving, at kboskee@anselm.edu or email annualefund@anselm.edu

Ready-to-Share Social and Text Language

Every summer, Saint Anselm College launches a limited-edition t-shirt to support current students, and it's back! Join me in supporting the values that helped shape my own time on the Hilltop. With a \$25 gift, you can get this year's exclusive design and help new Anselmians start their journey. ➡ [YOUR UNIQUE SHARING URL]

Proud to support my alma mater, Saint Anselm College! This summer, a \$25 gift helps future students, and you get a limited-edition shirt, too. 📦❤️ [YOUR UNIQUE SHARING URL]

Back again! Saint Anselm College's summer shirt campaign is live. Your \$25 gift supports students and gets you a limited-edition tee. Perfect way to show your college spirit (and get some new gear). 📦 [YOUR UNIQUE SHARING URL]

T-shirt season is back! 📦
Give \$25, get a shirt, support students: [YOUR UNIQUE SHARING URL]

The Hilltop helped shape who I am. Now, I give back so future students can have the same experience. You can, too. Bonus: you get a shirt. 📦 [YOUR UNIQUE SHARING URL]

Final call! This is your *last chance* to snag this year's Hilltop tee and support Saint A's students.

I gave. Will you? 📖📦 [YOUR UNIQUE SHARING URL]

🕒 Only a few days left!

Give \$25. Get an exclusive tee. Support education.

Ends August 20!

[YOUR UNIQUE SHARING URL]

Final days to grab this year's exclusive Hilltop t-shirt and support Saint A's students! I made my gift, you should too!

[YOUR UNIQUE SHARING URL]

🕒 The clock's ticking! Just days left to get this year's Saint A's summer shirt.

\$25 = your new favorite tee + a gift that helps future Anselmians.

Give now: [YOUR UNIQUE SHARING URL]

Ready-to-Share Email Language

Hi [NAME],

I'm reaching out to share something exciting happening at Saint Anselm College! Starting today, you can get an exclusive Saint Anselm t-shirt with a \$25+ gift to the designation of your choice.

This shirt celebrates our Hilltop roots and the strong community that connects all Anselmians. It's a great way to show your pride and support the next generation of students starting their own journey here.

This opportunity is only available until August 20, so don't wait!

Click here to learn more and claim your shirt today: [YOUR UNIQUE SHARING URL]

Thank you for your support and for making a tangible difference in the lives of current and future Hawks.

Warmest Regards,

[ADVOCATE NAME]

TEMPLATE 2

Hi [NAME],

I just got my exclusive Saint Anselm t-shirt by making a donation, and I'm inviting you to do the same!

This limited-edition shirt celebrates our Hilltop roots and the community that connects all Anselmians. Plus, your gift supports students who are making their own journeys on the Hilltop.

This opportunity is only available until August 20, so don't wait!

Here's where you can learn more and claim your shirt: [YOUR UNIQUE SHARING URL]

Can't wait to see you representing the Hilltop!

Best,

[ADVOCATE NAME]

TEMPLATE 3

Hi [NAME],

Have you heard? Saint Anselm College is offering an exclusive, limited-edition t-shirt when you make a gift of \$25 or more!

I've already claimed mine, and it's a great way to celebrate our Hilltop roots and support the students starting their own Anselmian journey.

This opportunity ends August 20, so now is the perfect time to join me and show your Hilltop spirit.

Check it out and get your shirt here: [YOUR UNIQUE SHARING URL]

Cheers,

[ADVOCATE NAME]