



November 5, 2026

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ROCK THE TOWER RESOURCES



Rock the Tower 2026

Rock the Tower (RTT) takes place on Thursday, November 5, 2026. The day officially begins at midnight and gifts will be accepted until 11:59 pm. However, the pre-launch page is live NOW! You can make an early gift or set up your account to become an advocate.

Rock the Tower Campaign Website

www.converse.edu/RTT

Converse Giving Social Channels

Converse Giving is your primary resource for Rock the Tower social media activity. We encourage you to stay up-to-date with us throughout the day, share our posts, or even tag us in yours! By tagging our social channels, we can help promote content for a broader reach!



Converse Giving



@converse.giving

Rock the Tower Hashtag

#RockTheTower

By using this hashtag, your posts could appear on our campaign page! Others can easily find your content to share on their own accounts. Using the hashtag also ensures consistency across all Converse University social media.

Digital Files

Visit our [RTT 2026 Google Folder](#) to download graphics, logos, and sample images to help you advocate on social media!

If this place helped shape you – or someone you care about – you can help shape what comes next.

ROCK THE TOWER

FAQs



What is Rock the Tower?

Rock the Tower is our annual 24-hour Day of Giving when alumni, parents, faculty, staff, students, and friends come together to show their overwhelming support of Converse. This year, it takes place on November 5, 2026!

What is so special about Rock the Tower this year?

2026 marks our 10TH ANNIVERSARY of Rock the Tower and we are celebrating a decade of impact!

Where does my gift go?

Gifts received during Rock the Tower will go directly to The Converse Fund. Every gift, no matter the size, supports the experiences that define Converse: scholarships, academic programs, student success, and the moments that transform our community – now and forever.

What forms of donations are accepted?

You can easily make your gift online, where you can pay with a credit/debit card, PayPal, Venmo, Cash App, or even DAF Pay to give from your Donor Advised Fund! You can also mail a gift by sending it to Converse University Institutional Advancement, 580 E. Main St., Spartanburg, SC 29302. For your gift to count towards our Rock the Tower total goals, be sure it is postmarked by November 5, 2026.

Will I receive a receipt for tax purposes?

Yes. You will automatically receive an emailed receipt acknowledging your gift.

Is my Rock the Tower contribution tax deductible?

Yes, your gift is entirely tax deductible. You will receive an email confirmation that may serve as your receipt for tax purposes.

Is there a minimum gift?

There is a \$5 minimum donation. We have credit card processing fees and administrative costs to cover, but we've kept these as low as possible so that everyone can participate. Gifts of any amount make a difference and will be counted toward the Rock the Tower total.

Can I make a gift early?

Yes! The pre-launch page is open NOW! Gifts made in advance of Rock the Tower will be displayed on the leaderboard when the main site goes live on November 5.

Can I participate if I didn't graduate from Converse?

Of course! This is a day for the entire Converse community — parents, community partners, and friends — to all come together and help write the next chapter for Converse!

ROCK THE TOWER

FAQs



What is GiveCampus?

GiveCampus is a giving platform that partners with Converse to help us raise money, engage and steward our wonderful donors, and manage advocates quickly and efficiently.

Is my payment secure?

Absolutely! Rock the Tower is facilitated by GiveCampus, a company that has partnered with Stripe, a PCI Service Provider Level 1 (the most stringent level of certification possible), to process all gifts. [Read through](#) Stripe's security documentation online.

What are these credit card fees?

For secure, online gifts, GiveCampus requires a 3.2% donation and processing fee. You have the option to cover these fees, which will ensure that Converse receives the full amount of your amazing gift! Most donors choose to cover fees, but if you do not want to, the fees will be deducted from your total gift amount.

Can I use my employer's matching gift funds?

Yes! We strongly encourage you to take advantage of your employer's generosity to enhance the impact of your support for Converse. Check our [Ways to Give](#) page for more information.

What if my favorite fund isn't listed as an option?

Gifts to the Converse Fund support the people, programs, and places that make our Converse University community special. Throughout our history, committed alumni and friends like you have trusted us to use these gifts in impactful ways that best support our mission and propel our university forward. However, if you would like to designate your support for a specific area, please reach out to our team to discuss giving opportunities.

I've already made my Rock the Tower gift, but I still want to help!

You ROCK! Please help us spread the word about #RocktheTower by sharing messages from this toolkit or images in our [Google Folder](#) on your social media accounts, emails to classmates, and texts to friends. If you sign up to be an Advocate (it's quick and easy!), then we can celebrate you and track your number of clicks and resulting dollars raised on our Rock the Tower website!

I still have questions. How can I get in touch?

You can reach our team at giving@converse.edu or 864.596.9717.

ROCK THE TOWER ADVOCATES



How can I be the best Rock the Tower Advocate?

- Make it personal. Add your own story or reason for giving
- Keep it simple! Participation matters more than perfection
- Post 2-3 times leading up to November 5 and 1-2 times on Rock the Tower day
- Use your unique giving link in posts and emails

Tell Your Converse Story!

You can also send your Converse story to giving@converse.edu. Help us celebrate 10 years of this tradition and tell us why YOU are Rocking the Tower for a chance to be featured on our campaign pages!

Activate your GiveCampus account:

Converse uses the GiveCampus social fundraising platform for Rock the Tower. We ask that Advocates create an account through GiveCampus. This is the only way we can effectively track the impact of your outreach efforts. Creating an account will allow you to seamlessly share messaging via social media.

Step 1: Sign Up

Go to our [GiveCampus Rock the Tower page](https://www.givecampus.com/schools/ConverseUniversity/rock-the-tower-2026) and click on 'Become an Advocate.'
<https://www.givecampus.com/schools/ConverseUniversity/rock-the-tower-2026>

Step 2: Create an Account

Please create an account using your email on file with Converse University. Once you have created an account, you will receive a confirmation email with a link to activate your account and complete the sign-up process. You will be able to share via Facebook, X, and LinkedIn after signing up.

ROCK THE TOWER

DIGITAL FILES

Click each image to download from Google Drive



LOGOS



DONOR BADGES



FACEBOOK COVER PHOTOS



POSTCARD COVER



Take a selfie with the postcard and post with #RocktheTower to your social media!

ROCK THE TOWER

CAPTIONS & CONTENT



SOCIAL MEDIA TIPS

- These sample email and social media messages can be copied, pasted, and personalized on your Facebook, Instagram, or LinkedIn profiles on or leading up to Rock the Tower day.
- Use your own personal tone and story! Add a personal statement such as:
 - “Converse changed my life because...”
 - “Grateful for this place and what it gave me...”
- Pair your post with a throwback photo, campus shot, or group picture
- Share Converse University or Converse Giving posts on your profile or tag your classmates!

SAMPLE PHOTO CAPTIONS

General Awareness (days leading up to event):

- Save the Date! On November 5, the Converse community will come together to Rock the Tower in support of the Converse Fund. Will you join us? #RockTheTower #WeWill
- \$25 or \$25,000 - every gift makes an immediate difference! Rock the Tower with us on November 5! #ConverseUniversity #RockTheTower
- From scholarships to research to preserving our beautiful campus, every Rock the Tower gift powers the heartbeat of Converse! Rise to this moment on November 5! #TogetherWeWill

Day Of Event:

- Today's the day! Join me for Rock the Tower and show off your Converse pride! Every gift makes a difference. #RockTheTower #TogetherWeWill
- It's not too late! Rock the Tower ends at midnight! Make your gift now to ensure the Converse experience continues to transform the lives of generations to come! #ConverseUniversity #RockTheTower

ROCK THE TOWER

CAPTIONS & CONTENT



SAMPLE CONTENT FOR SOCIAL MEDIA POSTS

General Awareness (days leading up to event):

- Save the Date! On November 5, the Converse community will come together to Rock the Tower in support of the Converse Fund. Will you join us? #RockTheTower #WeWill
- For 10 years, people who believe in Converse have shown up for Rock the Tower. On November 5, we do it again! If this place helped shape you or someone you love, be part of what comes next for Converse! #RockTheTower #TogetherWEWILL
- [# of days] until Rock the Tower! This is more than just a giving day. It's a moment to celebrate what Converse has made possible and to help build what's next. Join me on November 5!

On November 5:

- Today's the day! Rock the Tower is here! I'm supporting Rock the Tower because [insert personal story here]. Please join me in making a gift today. It's our moment to be part of what comes next for Converse. [Insert giving link] #RockTheTower
- Today marks 10 years of Rock the Tower! For a decade, those of us who believe in Converse have shown up for this moment. Whether this place helped shape you or someone you love, there's a place for you in today's story. Join us by making a gift today [insert giving link] #RockTheTower #TogetherWEWILL
- We're in the final hours of #RockTheTower! If you've been meaning to give, now is the time. Leave your legacy on this historic 10th annual giving day! Make your gift before midnight [insert giving link]

PROMPTS

- Share why you want to support Converse. What does giving to Rock the Tower mean to you?
- Share your own Converse story or experience. How has this place impacted you?

ROCK THE TOWER EMAILS



SAMPLE EMAIL MESSAGES

The sample email and/or social media messages below can be copied, pasted, and personalized with your own Converse story. Send to your classmates, friends, or fellow community members who love Converse!

General Awareness (days leading up to event):

Subject: Will you Rock the Tower with me?

Hi [FIRST NAME] or Class of [YEAR],

Converse helped shape who we are or someone we care about. [CAN INSERT PERSONAL STORY HERE] On November 5, we have the opportunity to help shape what comes next for the place so many of us have called home.

Rock the Tower is our day to support the Converse Fund - which supports the experiences that define Converse: scholarships, academic programs, athletics, student success, and the moments and traditions that transformed us and now transform the next generation.

This is our chance to come together and keep the full Converse experience within reach. Now and forever.

I hope you'll join me on November 5. Let's show the power of our community and prove that, together, WE WILL Rock the Tower! Learn more at www.converse.edu/RTT.

Rock the Tower Day:

Subject: Today's the Day! Let's Rock the Tower!

Hi [FIRST NAME] or Class of [YEAR],

Today is the day! Are you ready to Rock the Tower?

This year is extra special as we celebrate a decade of impact! For 10 years, those of us who believe in Converse have shown up for this moment. Today, we do it again!

If this place has ever meant something to you, now is the time to be part of the next chapter. [CAN INSERT PERSONAL STORY HERE] Every gift, no matter the size, supports the people, places, and programs that define the Converse experience. The power of a Converse education is simply not possible without the support of those who believe in it.

Let's make this 10th year the strongest yet. Please join me in making your gift TODAY: [{Insert giving link}](#).

Together, we'll show what it means to be part of this community. Together, WE WILL Rock the Tower!

