



GIVING DAY ADVOCATE TOOLKIT

Thank you for being a Giving Day advocate! We are so grateful for your support in spreading the word and encouraging others to give and participate. As you create awareness about the campaign, remember to tag @SetonHallAlumni on all channels, use #HALLTogether, and set your profile to public so we can share your posts!



Our Overall Message

At Seton Hall, we are proud of the ways we unite, in strength, to support our community. Through shared vision and mission, we can put our best foot forward to support our students, the schools and colleges, and programs that mean the most to us. Let's do it HALL Together!

GET INVOLVED!

APRIL 20

Make sure you're following @SetonHallAlumni on Facebook, Instagram, and Twitter! Begin to familiarize yourself with the advocate toolkit and watch the training video!

APRIL 27-28

Make your gift online at www.shu.edu/givingday. Sign up to become an advocate on the campaign page. Post that you've supported. Share your advocacy link to track friends who give.

APRIL 26

Share a post to create excitement about Seton Hall Giving Day! Don't forget to tag @SetonHallAlumni on your post!

SAMPLE SOCIAL MEDIA MESSAGES

Utilize these sharing messages to send emails and texts to peers, or post on social media!

- I just supported Seton Hall Giving Day! Join me in making a difference for students! #HALLTogether <personal advocacy link>
- Our collective impact has no limit when we join #HALLTogether. Support Seton Hall Giving Day! <personal advocacy link>
- We are stronger #HALLTogether! <personal advocacy link>
- Seton Hall Giving Day is almost here! Will you help us get started with an early gift? Let's make this the biggest Giving Day yet! #HALLTogether <personal advocacy link>
- Happy Seton Hall Giving Day! When we join together, there is nothing we can't achieve. Let's show the next generation of Pirates how much we care about them. Make your gift today! #HALLTogether <personal advocacy link>

-  @Seton Hall University Alumni
-  @setonhallalumni
-  @setonhallalumni
-  @Seton Hall Alumni Engagement & Philanthropy

- It's Seton Hall Giving Day! Join fellow Pirates and show your Pirate Pride by making your gift today! #HALLTogether <personal advocacy link>