



Giving Day Advocate Toolkit

Background



April 10 -11 is Seton Hall Giving Day, a 36-hour online event asking Pirates from around the world to come together to show their support for Seton Hall by making a gift of any amount to a fund of their choosing.

This toolkit contains **background, key messaging points to share, as well as sample messages for you to copy and paste through your social media accounts and personal email.** Included is all the information you need to know about how to be entered to win up to \$500 in gift cards and unlock \$500 in matching funds to the area of your choice.

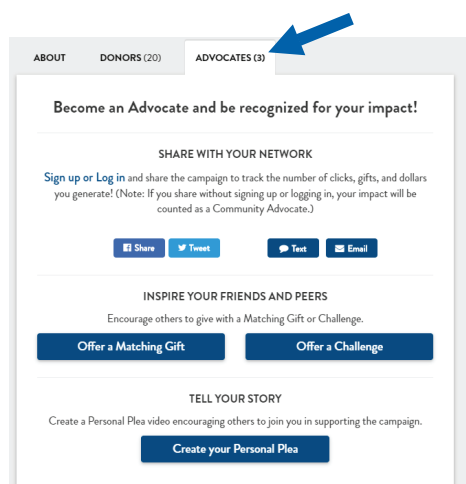
Key Messaging



When Setonians join together, there's nothing we can't achieve. You can give on any day, but by giving **TODAY**, you are making an even bigger impact, as a generous donor has pledged \$75,000 in matching funds if Seton Hall reaches the goal of 1856 donors!

Join us today and encourage your Seton Hall friends to share their story.
GO PIRATES!

Get Involved



As an advocate, we are asking for your help in a variety of ways from April 10-11:

- **Make a donation** at www.shu.edu/givingday.
- **Become an advocate** and encourage others to participate. (make sure your school is set to Seton Hall)
 - Copy your unique link anywhere. (email or social media)
 - When five gifts are generated from your unique link, you will be entered into a raffle to win a **\$400 Visa gift card**, plus unlock an additional \$500 to the fund of your choice (\$7,500 in total for the campaign).
- **Post a video** about your Seton Hall story and why you chose to support your favorite area of Seton Hall this Giving Day. Use the hashtag #SetonHallGivingDay to be entered to win a **\$100 Amazon gift card** (profiles must be public).
- **Email** your Seton Hall contacts encouraging their participation and include this toolkit!

[Click here to watch the Advocate How-To Video](#)

www.shu.edu/GivingDay
• [#SetonHallGivingDay](#)

Sample Messages



Sample Social Media Posts:

I made a gift to [Fund Name] today because this area of the University is so important to me. Give back to an area that is important to you today at www.shu.edu/givingday #SetonHallGivingDay.

Did you know that if you give and become a #SetonHallGivingDay advocate you could be entered to win a \$400 gift card by getting 5 more Pirates to give! Find out more at www.shu.edu/givingday.

I want to know what Seton Hall area you support and why! Post your video using #SetonHallGivingDay and you could win a \$100 Amazon gift card from Seton Hall! First, go support: www.shu.edu/givingday.

Pro Tip: Include your unique Advocate URL instead of this site address to count toward your 5 gifts.

Pirate nation—let's rally today for #SetonHallGivingDay! Together, we can unlock \$75,000 for scholarships. www.shu.edu/givingday.

Sample Email



Dear [Name],

As Pirates, our Seton Hall story continues through the legacy we leave. There's no better time to share and continue that legacy than today, on Seton Hall Giving Day! With your gift today, you can support what means the most to you—whether that's scholarships, academics, student organizations, or any other area of the University. Help Seton Hall reach its goal of 1,856 donors and unlock \$75,000 in matching funds!

Here's how you can help:

1. **GIVE:** Big or small, every gift counts. Show your peers that you lead by example and make your gift online at www.shu.edu/givingday or by phone: 973-378-9826.
2. **ADVOCATE & SHARE:** Become an advocate and share the campaign on social media or by email. Visit www.shu.edu/givingday, spread the good word, and track your impact.
3. **MATCH:** Encourage your own network to join you—matches of all sizes make a difference! You can match gifts dollar-for-dollar up to a fixed amount. When we all come together, we can truly make an impact for Seton Hall students now and in the future.

Don't Forget: Include your unique Advocate URL to be entered to win a \$400 Visa gift card.

Thank you for your generosity and Go Pirates!

Sincerely,

[Your Name]

P.S. For updates on the challenges, visit www.shu.edu/GivingDay.