

#RoadrunnerTuesday: November 30, 2021 Social Media Toolkit

Roadrunner Tuesday is a special time of year when Roadrunners from around the world show their support for a worthy cause at MSU Denver. This Roadrunner Tuesday, you can **fill a plate and feed a student** when you make a gift to the Roadrunner Food Pantry.

In the first two weeks of student's returning to campus this fall nearly 500 students accessed the food pantry, and they continue to serve 150-200 students every week! When you make a gift on Roadrunner Tuesday, your support will keep the food pantry shelves stocked and our student's stomachs full. **It costs \$40 to feed a Roadrunner for a week, our goal is to feed 210 students by raising \$8,400!** This Roadrunner Tuesday, you can know your donation will be a great impact to a student who otherwise may not know where their next meal would come from. Any gift, no matter the size, will help to ease the life of a student.

In this toolkit, you will find:

- Sample Facebook and Twitter posts for the day before, day of, and day after
- Social media graphics and photos to use on #RoadrunnerTuesday (found in the Social Graphics folder)

Feel free to customize any of the social media posts and emails to fit the project that you are supporting! Be sure to share your messages through multiple email and social media outlets to maximize your Roadrunner Tuesday reach.

Follow MSU Denver on our social media networks and share our posts:

- Facebook: [@MSUDenverAlumni](#)
- Twitter: [@MSUDenverAlum](#)
- Instagram: [@msudenver_alumni](#)

Contact Bre Milnes at bmilnes@msudenver.edu with any questions about Roadrunner Tuesday. Thanks for your support!

SAMPLE FACEBOOK POSTS

PRE-EVENT POSTS

Tomorrow is #RoadrunnerTuesday! Did you know...35% of MSU Denver students experience food insecurity, 39% cannot afford to eat balanced meals and 39% worry about running out of food before they can afford to buy more? You can fill a plate and feed a student when you make a gift to the Roadrunner Food Pantry. #RunWithUs <https://engage.msudenver.edu/sc/zJVlj>

#JoinTheRace with me on #RoadrunnerTuesday and support current and future Roadrunners with a gift to the Roadrunner Food Pantry! For more information, visit: <https://engage.msudenver.edu/sc/zJVlj>

On #RoadrunnerTuesday the MSU Denver community will come together to fight hunger on our campus! Join me in making a gift to the Roadrunner Food Pantry! #RunWithUs <https://engage.msudenver.edu/sc/zJVlj>

DAY OF POSTS (November 30)

Today is #RoadrunnerTuesday! Join me in supporting the Roadrunner Food Pantry, so students at MSU Denver don't have to worry about where their next meal is coming from. Support online at <https://www.givecampus.com/dy5pqd>

I made my gift, now it's your turn to help fight hunger on MSU Denver's campus! You have ONE DAY to make a difference for a Roadrunner students. Give today at <https://www.givecampus.com/dy5pqd>

We only have 24 hours to reach our goal of \$8,400 to the MSU Denver Food Pantry! DYK, since the start of the Fall 2021 semester the food pantry has served over 1,000 students? Together we can fight hunger on campus! #RunWithUs <https://www.givecampus.com/dy5pqq>

POST-EVENT POSTS

Thank you to all of you who supported the Roadrunner Food Pantry for #RoadrunnerTuesday! Because of your generosity, we were able to provide meals for students on campus. It's a great day to be a Roadrunner!

A huge THANK YOU goes to all of our #RoadrunnerTuesday supporters! The impact you made on students in 24 hours will last a lifetime to our current and future Roadrunners. Thanks for joining the race with me!

SAMPLE TWITTER POSTS

PRE-EVENT POSTS

Tomorrow is #RoadrunnerTuesday. You can fill a plate and feed a student when you make a gift to the Roadrunner Food Pantry! #RunWithUs <https://www.givecampus.com/dy5pqq>

Join me in supporting @msudenver #RoadrunnerTuesday tomorrow! Give a gift and support the Roadrunner Food Pantry! Learn more at <https://www.givecampus.com/dy5pqq>

DAY OF POSTS (November 30)

I #JoinedTheRace and supported #RoadrunnerTuesday! Give now! <https://www.givecampus.com/dy5pqq>

Give a gift TODAY for #RoadrunnerTuesday and help feed a student <https://www.givecampus.com/dy5pqq>

In the first 2 weeks of classes, 490 students received food from the pantry! Help feed a student today! <https://www.givecampus.com/dy5pqq>

POST-EVENT POSTS

Thank you for everyone who supported the Food Pantry on #RoadrunnerTuesday! You helped prevent food insecurities at @msudenver ! #RunWithUs

Thank you to all of you that joined the race for #RoadrunnerTuesday! Because of your generosity, we are able to provide meals to fellow Roadrunners!

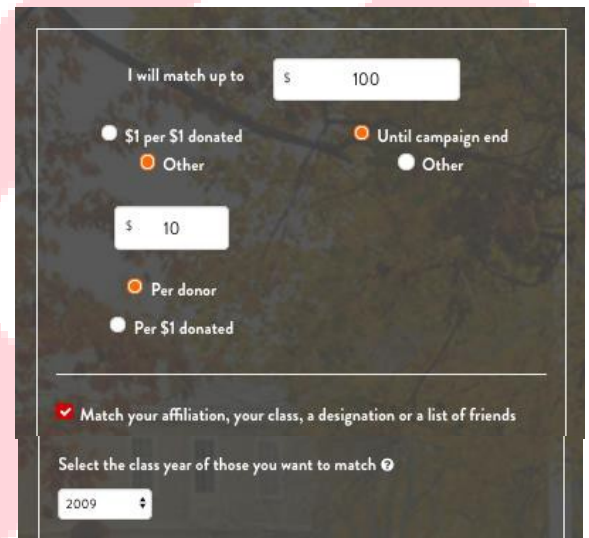
Become an Advocate on GiveCampus

Visit: <https://www.givecampus.com/schools/MetropolitanStateUniversityofDenver/roadrunner-tuesday-2021>

Make *your* impact at MSU Denver by encouraging your classmates, family, and friends to support your campaign. With the Advocate features on GiveCampus, spreading the word about your campaign is easy, fun, and rewarding. You can help other donors' gifts go further, add your own story to the campaign, and even track how many clicks, gifts, and dollars your outreach is driving in real time.

1. The first step to becoming an Advocate is to **sign up for a GiveCampus user account**. Visit [givecampus.com](https://www.givecampus.com) and click 'Sign Up' in the top right of the page. It's important to know that simply signing up for a user account won't make you become an Advocate-- to become an Advocate, you must take *active* steps to inspire *others* to make gifts. Once you're signed up for and logged into your GiveCampus user account, you can become an Advocate for #RoadrunnerTuesday by taking one-- or better yet, all!-- of the following steps:

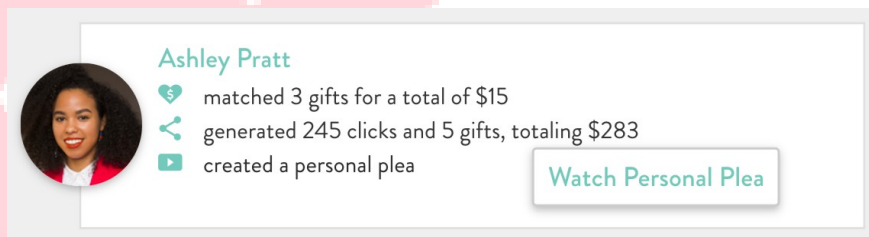
2. **Consider your own gift!** Great advocates lead by example and you can leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. Offering a Challenge means that you'll give a gift *only* if the campaign receives a certain number of donors or dollars after you set up the Challenge. Challenges cannot be restricted to specific donor groups.



The screenshot shows the 'Match' settings in GiveCampus. At the top, it says 'I will match up to' with a text input field containing '\$ 100'. Below this are two columns of radio button options. The first column has 'Per \$1 donated' (selected), 'Other', and '\$ 10' (with a text input field). The second column has 'Until campaign end' (selected), and 'Other'. At the bottom, there is a checked checkbox for 'Match your affiliation, your class, a designation or a list of friends' and a dropdown menu for 'Select the class year of those you want to match' with '2009' selected.

3. **Create a Personal Plea.** A Personal Plea is a quick video in which you tell the MSU Denver community why you're excited about the campaign, and why others should get involved. Shooting a short "un-selfie" video on your cell phone is all you need to do to add *your* story to the campaign! After recording your video, head to the Advocates tab on the campaign page to upload your Personal Plea.

4. **Share the campaign link.** The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to *you*. When you use these buttons to share the campaign link **while logged into your**



Ashley Pratt

- matched 3 gifts for a total of \$15
- generated 245 clicks and 5 gifts, totaling \$283
- created a personal plea

[Watch Personal Plea](#)

GiveCampus user account, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to blast your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer- to-peer asks. Share early and share often!