



How to Become an MSU Denver Day of Giving Advocate

The easiest way to make an impact on MSU Denver Day of Giving is to encourage your classmates, family, and friends to join you in making a gift. Becoming an Advocate makes spreading the word about your campaign is easy, fun, and rewarding because you know exactly how many clicks, gifts, and dollars your outreach is generating in real time.

To become a Social Media Advocate and take advantage of tools made just for you, follow these five simple steps:

STEP 1: SIGN UP

Complete [this form](#) with your contact information so we can reach out to you with campaign updates. After the campaign has ended, we will send you an MSU Denver swag pack for participating as an advocate!

STEP 2: CREATE A PROFILE (only for new advocates)

Visit www.givecampus.com/sign_up to create your GiveCampus advocate profile. Once you are logged in with your advocate profile, you are set to begin inspiring others to make a gift!

STEP 3: DOWNLOAD THE SOCIAL MEDIA TOOLKIT

Now that you have your advocate profile, take a look at our social media toolkit for sample posts, emails, and photos to share with your network! Want to have the toolkit emailed to you? Fill out [this form](#), and you will receive the toolkit in your email.

STEP 4: ACCESS GIVECAMPUS TO VIEW ALL GIVING DAY PROJECTS

Starting on March 18, you will be able to view all of our featured Day of Giving projects and share with your network! Not sure which project you want to share? No problem! Share the main [Day of Giving](#) crowdfunding page to become an advocate for all of our featured funds.

STEP 5: TRACK YOUR IMPACT

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 GiveCampus Advocate account, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab.

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](#)

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!

Find out more information at: msudenver.edu/day-of-giving

Want to make an even bigger impact? Consider taking these next steps!

1. MAKE A GIFT

Make your one-time or recurring gift to the area on campus that you are passionate about and know that your support will make an immediate impact on our students! Whether you choose to make a gift to an academic department, student club, scholarship fund, athletics or any other area on campus – your gift is an important ingredient in our student’s recipe for success!

2. CREATE A MATCH OR CHALLENGE 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. 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 image shows a digital interface for setting up a match or challenge gift. At the top, it says "I will match up to" followed by a text input field containing "\$ 100". Below this, there are two rows of radio button options. The first row has "Per \$1 per \$1 donated" (selected with a white radio button) and "Until campaign end" (selected with an orange radio button). The second row has "Other" (selected with an orange radio button) and "Other" (selected with a white radio button). Below these options is another text input field containing "\$ 10". At the bottom, there are two more radio button options: "Per donor" (selected with an orange radio button) and "Per \$1 donated" (selected with a white radio button).

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. ENCOURAGE OTHERS TO SIGN UP AS AN ADVOCATE

As a social media advocate, you help make MSU Denver Day of Giving a success! Last year, 140 advocates brought in over \$50,000 for our giving day projects. Encourage others to join you as a social media advocate to increase your giving day impact. There will be bonus funds available for the advocates that bring in the most donors and raises the most for any project or fund!