



## SOCIAL MEDIA AMBASSADOR

### THANK YOU!

Thank you for taking on the role of #GivingTuesday Social Media Ambassador for Eastern Washington University! We hope this experience is as rewarding for you as it will be for our students.

### WHY GIVINGTUESDAY?

Created in 2012, GivingTuesday is a global generosity movement that unleashes the power of people and organizations, like EWU, to transform their communities and the world. It's a day that encourages people to do good. It inspires hundreds of millions of people to give, collaborate and celebrate generosity.

### EWU's GivingTuesday goal is to finish off the year by finishing up five select scholarship endowments!

The end of the calendar year is a time when many people feel generous. They want to make charitable contributions that help others. There are life-changing benefits for our students and our donors:

- We have identified five scholarship funds that are very close to being endowed. Once our donors help them reach endowment, more students will benefit from more scholarship support. They will be Eagle Strong!
- Many students are facing new financial challenges due to the pandemic. **Scholarship support is critical.**
- All donors will feel good about helping Eastern students stay Eagle Strong; some will realize tax benefits.

The success of EWU's GivingTuesday will depend on the promotion, outreach and donors at all giving levels on Dec. 1, 2020. This is a social media day of giving. Its momentum continues throughout the day due to social media ambassador participation, creative posts, donor matches and competitions. Significant hype and communications leading up to the kickoff of GivingTuesday is imperative.

And that is where you, a #GivingTuesday Social Media Ambassador, come in.

### YOUR ROLE

As an EWU #GivingTuesday Social Media Ambassador, we're asking you to reach out to your personal network via social media to share #GivingTuesday and encourage your friends to make a gift and share our #GivingTuesday messages. The more you post, the better! And the time you commit to #GivingTuesday is up to you.

You are key to the success of this campaign. People are more likely to participate in EWU's #GivingTuesday by making a gift and/or sharing our messaging and #GivingTuesday if their peers, or someone they look up to, asks them to.

## TIMELINE: WHAT YOU NEED TO DO

### NOW: LET'S GO!

- Schedule EWU's #GivingTuesday on your calendar for December 1, and plan to make a gift!
- Connect and follow us on social media.
  - Facebook:** Like Eastern Washington University and Eastern Washington University Alumni
  - Twitter:** Follow @EWUeagles
  - LinkedIn:** Join the EWU Alumni Association group
  - Instagram:** Follow easternwashingtonuniversity
- Help us recruit more EWU #GivingTuesday Social Media Ambassadors. There's strength in numbers! Do you have a friend (or three) who loves EWU as much as you do? Invite them to be an EWU #GivingTuesday Social Media Ambassador. Encourage them to email pspanjer@ewu.edu, and feel free to share this toolkit with them!

### NOV. 14-30: BEGIN SHARING

- Use your personal social media to share the reminder that EWU's #GivingTuesday is Dec. 1!

### NOV. 21-30: SHARE + POST + TWEET = EWU #GIVINGTUESDAY SOCIAL MEDIA HYPE

- Keep an eye on our social media so that you can share, retweet and like our posts.
- Watch your email for ideas and our content that you can post on your personal social media. Remember to tell your own Eastern story. Be sure to like and reply to your friends' comments!

### DEC. 1: GIVINGTUESDAY, #GIVINGTUESDAY Make your gift at [ewu.edu/givingtuesday!](http://ewu.edu/givingtuesday!)

- Create hype! Use your social media to tell everyone you made your gift and encourage your EWU friends to do the same. Tell them what scholarship(s) you supported and why you help EWU students be Eagle Strong.
- Keep an eye on our social media so that you can share, retweet and like our posts.
- Remember to create your own posts to share your Eastern story.
- Help us create and sustain excitement all day ... that's right ... 24 hours!

### DEC. 2: FOLLOW UP

- Share our success! With everyone's support, we know this campaign will be a success. We will share the final stats and info on our social media pages and encourage you to share the message with yours.