

Give UNC

AMBASSADOR TOOLKIT 2022

THANK YOU FOR BEING A CAROLINA NURSING GIVEUNC AMBASSADOR

March 29, 2022 marks the fifth GiveUNC, the annual 24-hour, University-wide giving day to encourage alumni and friends to support Carolina. We will be rallying Carolina Nursing Tar Heels near and far to participate and make a gift to the School of Nursing. There are matching "challenge" gifts to get people excited and increase the impact of each gift. Every gift makes a difference and will help us reach our GiveUNC goals.

This toolkit provides ideas for messaging to help you share GiveUNC content on your social media channels. You can change the content to best suit your needs or you can draft your own. And we'll be sharing content on our social media pages for you to like and share throughout the day. You can also track the progress of GiveUNC at giveunc.unc.edu/nursing or by checking the #GiveUNC hashtag. If you aren't on social media, we have sample email language you can share with your networks.

Thank you so much for helping us spread the word about GiveUNC and supporting Carolina Nursing. If you have any questions or need additional guidance, please contact Deanna Wilkie, Director of Alumni and Donor Relations, at dwilkie@unc.edu.

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SOCIAL MEDIA CHECKLIST

One week before GiveUNC

- Make sure you are following the School of Nursing (accounts listed in the footer) and Carolina on social media (accounts listed on page 4).
- Go to giveunc.unc.edu/social for GiveUNC profile and cover photos to let your followers know about GiveUNC. Don't forget the hashtag #GiveUNC and the Carolina Nursing GiveUNC webpage in the caption: giveunc.unc.edu/nursing
- Tell your followers to save the date for #GiveUNC and why you give to Carolina Nursing. Encourage your network to join you on March 29.
- Remind people on March 28 that GiveUNC is tomorrow!

On March 29 – GiveUNC

- Make your gift! After you do, let your followers know that you gave on GiveUNC.
- Encourage your followers to participate and make a gift – any gift, no matter the size, makes a difference. Be sure to point out our challenges!
- Visit giveunc.unc.edu/nursing to track our progress. There will be progress bars that show how close we are to unlocking challenges. A post like, “We only need 8 more alumni to give to reach X challenge!” could help us reach our goals.
- If you know that someone in your network made a gift, say thank you!

After GiveUNC

- Don't forget to thank your followers for participating. We couldn't have achieved this extraordinary day without them (or you!).
- Be on the lookout for the announcement of our final participation and dollar totals (this usually takes a couple weeks). Share that post to help us thank everyone who participated in GiveUNC.

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SAMPLE SOCIAL MEDIA POSTS

GiveUNC's success depends on the Carolina Nursing community coming together and making an impact online – so thank you for helping us spread the word. The posts below are suggestions to make it easy to share GiveUNC content, but feel free to make your own.

Week before GiveUNC

- Save the date! On March 29, Tar Heels around the world are going to give back and pay it forward. Join us for #GiveUNC and help support Carolina Nursing giveunc.unc.edu/nursing #GiveUNC
- On March 29 we have the chance to support the next generation of Carolina Nurses. Make an impact and make a gift to support these future nursing leaders: giveunc.unc.edu/nursing #GiveUNC

On March 29 -- GiveUNC

- One day only! Be a part of something special at Carolina – support Carolina Nursing on March 29 giveunc.unc.edu/nursing #GiveUNC
- #GiveUNC only lasts 24-hours, but your support of Carolina Nursing has a lasting impact giveunc.unc.edu/nursing #GiveUNC
- Join me in supporting Carolina Nursing on #GiveUNC and help the school continue to provide the best education for future nurses and keep our patients and communities healthy and safe giveunc.unc.edu/nursing #GiveUNC
- Today I'm supporting the students, faculty and staff at the UNC School of Nursing, who's research and practice are making our communities healthier and safer. Join me in giving today! giveunc.unc.edu/nursing #GiveUNC



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SAMPLE SOCIAL MEDIA POSTS

After GiveUNC

- Thank you to everyone who rose to the challenge on #GiveUNC. What an incredible day for everyone who loves Carolina Nursing! See the impact we made: giveunc.unc.edu/school-unit/nursing #GiveUNC
- Thank you! You truly made a difference and showed your Carolina Nursing pride. giveunc.unc.edu/nursing #GiveUNC

Remember ...

Cover photos, profile pictures, and graphics are available for Facebook, Instagram, and Twitter. You can check them out and download them from giveunc.unc.edu/social.

Follow us

Carolina Nursing GiveUNC web page: giveunc.unc.edu/nursing

Hashtag: #GiveUNC

Please do not modify this hashtag in anyway (for example, by adding a school name to the end of the hashtag). We want to see and share all your content and will be following just #GiveUNC.

SON Social Media Accounts

 /UNCSON

 /CAROLINANURSING

 /UNCSON

Carolina Social Media Accounts

 /HEREATUNC

 /HEREATUNC

 /HEREATUNC



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NOT ON SOCIAL MEDIA?

You can reach out to classmates or friends with a personal email, call or text. Below is an example of an email you can personalize to encourage alumni and friends to join you. You can send this to people in your network, we can provide a list of email addresses for your classmates or send an email from you to your classmates on your behalf.

Sample email

Dear *friend's name*,

Today, March 29, is GiveUNC! The fifth annual giving day at Carolina and 24-hours to really make your giving count. I just made a gift to Carolina Nursing and wanted to invite you to join me.

There are challenges to increase the impact of your giving:

- (*Go to giveunc.unc.edu/nursing and select the challenge(s) you want to highlight in your email*)

Gifts of *any size to any fund* at Carolina Nursing count. Visit giveunc.unc.edu/nursing to make your gift and track our progress.

I hope you will consider joining me and making your gift to support Carolina Nursing today. Thank you for all you do to support our school and keep our patients and communities healthy and safe every day.

Thanks again and Go 'Heels!

Your name, degree(s) and class year(s)