

GiveUNC 2021

AMBASSADOR TOOLKIT



March 30, 2021, marks The University of North Carolina at Chapel Hill's fourth-annual giving day, GiveUNC. We have 24 hours to celebrate how much the University means to us and honor the impact it has on our lives. Our support helps current and future Tar Heels, in Chapel Hill and around the world. Every gift, no matter the size, makes a difference and bolsters Carolina.

As Carolina continues to move forward in the wake of the COVID-19 pandemic, your support is more crucial now than ever to provide our students and faculty, schools, units and programs the resources they need in the upcoming academic year and beyond.

This social media guide provides you with ideas for messaging, language and images for GiveUNC. Help us spread the word by posting across your social media accounts, from a status on Facebook and update on LinkedIn to a post on Twitter and story on Instagram! We'll be sharing content for you to like and share throughout the day, and you can track the progress of GiveUNC on our social media channels or by checking the #GiveUNC hashtag.

Thank you so much for helping us spread the word about GiveUNC. If you have any questions or need any additional guidance, please feel free to contact Erin Gibson, digital marketing manager, at emcclaff@unc.edu.

WEBSITE: giveunc.unc.edu

HASHTAG: #GiveUNC

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

WHO TO FOLLOW:  @Here.At.UNC  @HereAtUNC  @hereatunc



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

SOCIAL MEDIA CHECKLIST

MARCH 15 - MARCH 29 (BEFORE GIVEUNC)

- Follow @HereAtUNC on Facebook, Twitter and Instagram as well as the accounts from your affiliated school or unit and share the posts leading up to March 30
- Change your profile and cover photos to let your followers know about #GiveUNC — don't forget the hashtag and the website in the caption!
- Utilize our virtual photo booth to easily create branded social media content to share with your followers! Link to the virtual photo booth will be provided on giveunc.unc.edu/social from February 15 to March 31.
- Tell your followers to save the date for #GiveUNC and why you give back to Carolina. Encourage your network to give back and pay it forward on March 30
- Brainstorm ways you can show the impact of private giving in your area of interest. Think of stories, photos and videos that you can share using #GiveUNC

MARCH 30 (GIVEUNC)

- Make your gift! After you do, let your followers know that you stepped up on GiveUNC — and why you decided to give back.
- Encourage your followers to participate and make a gift — any gift, no matter the size, makes a difference. Don't forget to reference challenges offered throughout the day, which can sometimes double or even triple the impact of your gift!
- Post on social media throughout the course of the day. Create your own content or share the content that @HereAtUNC will be posting throughout the day. Use #GiveUNC on all content!
- If you know that someone in your network made a gift, say thank you!

MARCH 30 & BEYOND (AFTER GIVEUNC)

- 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 participation and dollar totals. Share that post to help us to thank everyone who participated in GiveUNC.

SAMPLE SOCIAL MEDIA POSTS

GiveUNC's success depends on the Carolina community coming together and making an impact online — thank you for helping us spread the word. The posts below are suggestions to make it easy to share GiveUNC content. Have something to say that isn't below? Awesome! We'd love to hear your unique take on GiveUNC.

One of our favorite ways to encourage conversation around GiveUNC is to ask Tar Heels, "What makes UNC a place like no other?" Answers are wide-ranging — from the Carolina Covenant and diversity to MakersSpaces and Roy Williams. It can be about your experience at Carolina or the meaningful impact your alma mater had on you. No matter what you say, make sure you promote GiveUNC with whatever is meaningful to you!

MARCH 15 - MARCH 30 (BEFORE GIVEUNC)

- Save the date! On March 30 Tar Heels around the world are going to give back and pay it forward. Join us for #GiveUNC and help support the causes that make Carolina a place like no other: giveunc.unc.edu
- What makes #GiveUNC a day like no other? One (of many!) great reasons — challenges offered throughout the day give you the opportunity to double (or even triple!) the impact of your gift. Here's a sneak preview of the challenges offered on March 30: giveunc.unc.edu/challenges
- What was your passion at Carolina? On March 30 we have the chance to support the next generation of passionate students. Make an impact on the causes you care about most: giveunc.unc.edu #GiveUNC
- Scholarships made it possible for me to attend Carolina. On March 30 I'll be making a gift to support scholarships so a new generation of Tar Heels can have as great a college experience as I did. Join me on #GiveUNC? giveunc.unc.edu

MARCH 30 (GIVEUNC)

- Today is the day! Join me on #GiveUNC by making a gift before midnight. What makes Carolina a place like no other? Support that area or cause today! giveunc.unc.edu
- We know that one Carolina student can change the world. Did you know that your gift on #GiveUNC can make a difference in the life of that Tar Heel? Help us change the world — make a gift today on GiveUNC: giveunc.unc.edu
- As a Carolina student, my favorite professor was [PROFESSOR NAME]. Who was yours? You can support our faculty and their research with a gift on #GiveUNC! Make your gift before midnight: giveunc.unc.edu
- I'm [YOUR NAME HERE], I'm a Tar Heel, and I am proud to support Carolina on #GiveUNC. There's still time to join me on this day like no other! Make your gift here 🙌 giveunc.unc.edu

MARCH 31 & BEYOND (AFTER GIVEUNC)

- Thank you to everyone who rose to the challenge on #GiveUNC. What an incredible day that truly represented what makes Carolina a place like no other. See the impact we made: giveunc.unc.edu 💙

SOCIAL MEDIA ASSETS

Cover photos, profile pictures, and graphics are available for Facebook, Instagram, and Twitter. Check some of them out below, download and share all of them by visiting giveunc.unc.edu/social.

Our virtual photo booth will also be available on giveunc.unc.edu/social from February 15 to March 31 to easily create and share branded content with your followers!

