



# Give UNC

## AMBASSADOR TOOLKIT 2021

### THANK YOU FOR BEING A CAROLINA NURSING GIVEUNC AMBASSABOR

March 30, 2021 is GiveUNC, the fourth annual 24-hour 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 challenge gifts to get people excited and increase the impact of your giving and every gift makes a difference and will help us reach our GiveUNC goals.

This toolkit provides you with 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. Help us spread the word by posting across your social media accounts: a status on Facebook, an update on LinkedIn, a post on Twitter or a story on Instagram. 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 on our Carolina Nursing social media channels (listed below) 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](mailto: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 below) and Carolina on social media (accounts listed on page 4).
- Go to [giveunc.unc.edu/social](https://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](https://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 30.
- Remind people on March 29 that GiveUNC is tomorrow!

#### ***On March 30 -- 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](https://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 out Alumni Association board 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 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 30, 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](https://giveunc.unc.edu/nursing) #GiveUNC
- On March 30 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](https://giveunc.unc.edu/nursing) #GiveUNC

#### *On March 30 -- GiveUNC*

- One day only! Be a part of something special at Carolina – support Carolina Nursing on March 30 [giveunc.unc.edu/nursing](https://giveunc.unc.edu/nursing) #GiveUNC
- #GiveUNC only lasts 24-hours, but your support of Carolina Nursing has a lasting impact  
[giveunc.unc.edu/nursing](https://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](https://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](https://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](https://giveunc.unc.edu/school-unit/nursing) #GiveUNC
- Thank you! You truly made a difference and showed your Carolina Nursing pride.  
[giveunc.unc.edu/nursing](https://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](https://giveunc.unc.edu/social).

#### Follow us

Carolina Nursing GiveUNC web page: [giveunc.unc.edu/nursing](https://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 30, is GiveUNC!** The fourth 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](https://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](https://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)*