

UBC Giving Day Ambassadors Toolkit

Welcome

Thank you for supporting UBC Giving Day 2023! Giving Day is a 24-hour fundraising event aimed at bringing communities together, at our Vancouver and Okanagan campuses and beyond, in support of causes that will make a difference in the world. In this toolkit, you'll find the resources you need to make UBC Giving Day 2023 a success.

Included in this toolkit:

- What do I do? Your Giving Day Action Plan
- What do I say? In the lead up to, on and after Giving Day
 - Social media (page 2)
 - Email (page 3-4)
- Link to download Giving Day creative and images
- Giving Day FAQs (page 6)

What do I do?

Here's your Action Plan to make UBC Giving Day a big success (with some examples!)

Here are some suggestions to build excitement, awareness and anticipation leading up to April 5, on the big day itself, and after. Post. Talk. Email. Share! See 'what do I say' below for messaging templates.

Before Giving Day (up to April 5) – spread the word!

- Share the April 5 date on social
- Email family, friends and colleagues that Giving Day is coming up and encourage them to give
- Promote the in-person awareness event on your campus from 11-1 on April 5
- *Capture attention with [images and logos](#)*

On April 5 – the big day!

- Consider donating to the cause(s) you care about and let others know it's easy to make a difference.
- Encourage others to donate, no matter what the amount.
- Generate excitement on social media
- Highlight Giving Day challenges throughout the event, giving donors a chance to unlock matching gifts and even more support
- *Promote and/or attend the in-person event on your campus!*

Post-April 5 – let's celebrate!

- Kudos to everyone! Let your followers know we're grateful and proud of what we've accomplished together
- Thank people you've reached out to via email for their incredible support. Donors and supporters are the reason why UBC can continue its work to help shape a better world
- Let people who may not have donated on April 5 know that they can still make a gift by going to givingday.ubc.ca.

What do I say?

Some examples are below, but get creative and add a personal touch. Share your own reasons why the causes inspire you.

Social media posts

Before Giving Day (up to April 5) – spread the word!

- Let's stop time on April 5! Together, we can show the world what matters most to us on UBC Giving Day. givingday.ubc.ca #UBCGivingDay
- April 5 is UBC Giving Day! What do you care about – sustainability, social justice, mental health? All of the above? You can support UBC students in so many ways. givingday.ubc.ca #UBCGivingDay
- We only need 24 hours to accomplish something great! Whether you give a little or a lot, your gift on UBC Giving Day goes towards the causes you believe in most. Join us on April 5. givingday.ubc.ca #UBCGivingDay

On April 5 – the big day!

- Today, we stop time! It's UBC Giving Day so let's join forces to accomplish something great. Make a gift to the cause you care about at givingday.ubc.ca. #UBCGivingDay
- What do you care most about? Today's UBC Giving Day – a great chance to make a gift to support students and create a better world. givingday.ubc.ca #UBCGivingDay
- A gift today means so much more! Join thousands of alumni and friends around the world and help to unlock additional funds for the causes you believe in most. givingday.ubc.ca #UBCGivingDay
- Today is UBC Giving Day! Make your gift now at givingday.ubc.ca then follow the excitement and see how much we can accomplish when we work together. #UBCGivingDay
- UBC Giving Day is here! Show your support before midnight by donating to the cause that matters most to you. All donations, big and small, add up to have an enormous impact. givingday.ubc.ca #UBCGivingDay

Post-April 5 – let's celebrate!

- Thank you to everyone who supported UBC Giving Day! Your gift helps find solutions, make discoveries and change our society for the better. givingday.ubc.ca
- Every gift is more powerful when we make them together. Thanks for supporting UBC Giving Day. givingday.ubc.ca
- Missed UBC Giving Day? There's still time to give towards the causes that matter most to you. givingday.ubc.ca

Email templates

Before Giving Day (up to April 5)

Subject line: Coming soon! UBC Giving Day on April 5

Dear <Name>,

Our third university-wide UBC Giving Day is coming soon on Wednesday, April 5! Last year, thousands of donors raised over \$500,000 in one day to support students, research, community projects and more.

Now, you can help make this year an even bigger success. On April 5, join with students, alumni, faculty, staff and donors to support the cause (or causes) you care about the most.

It's easy! Go to givingday.ubc.ca, give what you can and encourage your friends and family to do the same using the hashtag #UBCGivingDay.

On April 5, let's stop time and help change the world for the better. We only need 24 hours to do something great!

Thank you!

Get inspired at givingday.ubc.ca | Spread the word using #UBCGivingDay

On Giving Day, April 5

Subject line: UBC Giving Day starts now!

Dear <Name>,

Today is the day! It's our third university-wide UBC Giving Day – a full 24 hours to support causes that will help change our world for the better.

At UBC, we have strength in numbers. Join students, alumni, faculty, staff, and donors to help making Giving Day a success!

It's fun – and easy to show your support. Head to givingday.ubc.ca and donate to the cause that matters to you most. Every gift, whether large or small, is powerful when we make them together.

Then, spread the word using the hashtag #UBCGivingDay. You can:

- share why giving is important to you and amplify your cause
- encourage your friends and family to give
- post about Giving Day challenges to help unlock additional funds
- create excitement by sharing updates on how much we've raised throughout the day

Please make a gift and show your support for UBC Giving Day before midnight tonight. Help make a difference for students, research, community projects and our world.

Thank you!

Give today at givingday.ubc.ca | Spread the word using #UBCGivingDay

Post-April 5 – Thank You!

Subject: Thank you for joining me for UBC Giving Day!

Dear <Name>,

I really want to thank you for helping to make the third annual UBC Giving Day such a success.

With the help of students, alumni, faculty, staff and donors, we raised \$<<TotalAmount (based on website)>> in just 24 hours!

You can view the results of all the great causes featured for UBC Giving Day too—check them out at givingday.ubc.ca. You'll be amazed!

I'm so proud of what we've achieved together. Together, we are inspiring change and helping to make the world a better place for all. Thank you so much for being a part of it!

Giving Day FAQs

Refer to this FAQ to help answer any questions you might get about UBC Giving Day 2023. More FAQs are available on the [Giving Day website](#).

What is a Giving Day?

A Giving Day is a 24-hour fundraising event aimed at maximizing awareness and engagement in the community, while fundraising for causes that will make an impact on people's lives and in our world.

How can people get involved?

Most of the participation is online and allows people to give, share messages to boost their favourite cause and encourage others to participate. Challenges throughout the day aim to build anticipation and motivate people to give in order to unlock additional funds for their cause(s). At UBC, people can watch the Giving Day total update in real-time on the Giving Day website – givingday.ubc.ca.

What difference can one day really make?

Giving Day is about the power of many. By joining forces, Giving Days can have a greater impact than any one person could on their own. In only 24 hours, donors and supporters can accomplish something great!

Why does UBC have a Giving Day?

Giving Day is about more than just philanthropy; it's integral to creating a sense of pride in being part of UBC and proud of what our broader community can achieve together. It is also an opportunity to celebrate the contributions donors make to our community.

When did Giving Days start at UBC?

UBC held its first-ever university-wide Giving Day in 2021, and in 2022, we built on that success.

What are we aiming for with this year's Giving Day?

We're aiming to engage more students, alumni, faculty, staff and community members to give to the causes they care the most about. With over 60 worthy causes selected by faculties, Giving Day 2023 encourages philanthropy at every level.

What are the key details for Giving Day 2023?

- **When:** Wednesday, April 5 2023
- **Where:** University-wide (UBC & UBCO); participation is mainly online. Each campus will host an in-person celebration from 11am-1pm (UBC-V: Lee Square outside of UBC Bookstore; UBC-O: University Way (between Fipke and UNC))
- **Who:** Everyone can be part of the day. Faculty, staff, alumni, students and donors can all get involved.
- **How:** Go to givingday.ubc.ca and give to the cause you care about most.
- **What do I care about?:** Choose from 67 causes, by campus or faculty, related to a sustainable future; the student experience; wellbeing and mental health; student athletics; community and social justice; research with real-world impact; arts and culture; equity, diversity and inclusion; and educating the future
- **Why:** We only need 24 hours to accomplish something great!
- **Learn more at:** givingday.ubc.ca | **Share:** #UBCGivingDay

Questions?

If you have any questions about this toolkit or UBC Giving Day, please contact:

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