

#MARYWASHDAY



AMBASSADORS SOCIAL MEDIA TOOLKIT



MARCH 20, 2018

DATA SHOWS
THAT WHEN YOU
POST ON SOCIAL,
YOU INSPIRE
THREE MORE
PEOPLE TO GIVE.

Thanks for being such an important
part of Mary Wash Giving Day. We
couldn't do it without you.

- Mary Wash Giving Day Team



Key Dates



Founders Day | Wednesday, March 14

Celebrating UMW's 110th anniversary. Let your network know UMW is celebrating 110 years and that Giving Day will take place March 20.



Final Countdown | Monday, March 19

Counting down to the start of Giving Day. Remind your networks that Giving Day is tomorrow.



Mary Wash Giving Day | Tuesday, March 20

It's show time! Let your networks know why you gave, ask them to give, and share updates from Mary Wash Giving Day.

Giving Day Facts to Know

- UMW's second annual Mary Wash Giving Day will be held on Tuesday, March 20. Also known as "Mary Wash Day," Giving Day is a 24-hour celebration of the Mary Washington spirit of giving back and our collective commitment to the University's future.
- Contributions from the Commonwealth of Virginia account for just 25% of the University's operating budget, which means that private support is essential to providing an outstanding liberal arts education to its 4,000 students.
- Donors will be able to support one or several areas of the University including, but not limited to: the Fund for Mary Washington, UMW Athletics, Campus Recreation, the College of Arts and Sciences, the College of Business, the College of Education, UMW Galleries, Gari Melchers Home and Studio, UMW Libraries, the James Monroe Museum, and UMW Theatre.
- At givingday.umw.edu, donors will be able to track the day's progress via a dynamic leaderboard that shares total number of gifts and which areas are receiving the most funding.
- UMW has set a goal of 1,908 gifts on Mary Wash Giving Day because the State Normal and Industrial School for Women, today known as the University of Mary Washington, was founded in 1908.
- Last year, 1,090 donors made 1,218 gifts, raising \$217,255 in 24 hours during the university's first giving day on March 14, 2017.
- This year's theme is, "What can you do in a day?" The question reflects on two sides of the giving day celebration: 1) What you can do because UMW exists? 2) How can your donation on Giving Day impact the future of our institution?
- The UMW and Mary Wash Giving Day social media accounts will be posting updates throughout the day on Tuesday, March 20, and preliminary results will be shared on Wednesday, March 21.



6 Ways to Spread the Word



Sign up to be a Giving Day Ambassador.

Visit givingday.umw.edu to sign up as an ambassador. You will receive your own unique referral link to inspire others to give, which will allow you to track your impact throughout Giving Day.

Update your social profiles.

Download the free Facebook and Twitter cover and profile images from UMW's Dropbox and update your accounts to show your school pride.

Promote the event.

Let your networks know you'll be participating by sharing the event on your social platforms. Promoting the event raises awareness for your personal contacts who also have a connection with the university.

Let people know why you support UMW.

Share a personal testament as to how UMW has impacted your life. "What can you do in a day?" is the theme for 2018's giving day, so let them know what you can do today thanks to the gifts that make UMW the place it is.

Join the digital conversation.

Join other ambassadors and supporters talking about giving day by using and following the hashtag #MaryWashDay. (On Instagram, search the hashtag #MaryWashDay and select to follow it so you receive updates from anyone posting about it.) Also follow and share content from the official giving day platforms on Facebook and Twitter (Find the accounts @MWGivingDay).

Be "loud and proud" on March 20.

Keep your own networks in the loop by sharing updates throughout the day on March 20th. Don't want to overwhelm your followers? See the FAQs for a tip on how to limit your audience on Facebook to Mary Washington fans only.



Social Media Accounts

The UMW, Mary Wash Giving Day, and UMW Alumni social media accounts will be your primary source for news, updates and exciting content during March and all through Giving Day.

How to use these accounts:

- Follow these accounts for the latest Giving Day news and information.
- Check back in to find content to share with your own followers.
- Use the handles to tag these accounts in your own posts.
- Add the website URL to your own posts about Giving Day to direct followers to the site. You'll get your own unique referral link to share when you sign up as an ambassador at givingday.umw.edu.



givingday.umw.edu



[/mwsgivingday](https://www.facebook.com/mwsgivingday)



[@mwsgivingday](https://twitter.com/mwsgivingday)



[/UniversityofMaryWashington](https://www.facebook.com/UniversityofMaryWashington)



[@UMaryWash](https://twitter.com/UMaryWash)



[@UofMaryWashington](https://www.instagram.com/UofMaryWashington)



[/umwalumni](https://www.facebook.com/umwalumni)



[@UMWAlumni](https://twitter.com/UMWAlumni)



[@umw_alumni](https://www.instagram.com/umw_alumni)

Find your specific organization's accounts (i.e. UMW Theatre) at umw.edu/social/directory.



The Giving Day hashtag, #MaryWashDay, allows our community to track the digital conversation by searching for the hashtag on each platform. Use the hashtag in each of your posts to help followers stay on top of the latest Giving Day news and content.

#MARYWASHDAY

Sample Social Media Posts

So how do you pull it all together? Here are some examples to get you started! Bonus points if you can include the hashtag, tag a Giving Day account, and include the Giving Day website (or better yet, your unique ambassador referral link!) all in one post.

FACEBOOK/INSTAGRAM

24 hours, 1 celebration and a long-lasting impact – that's the opportunity waiting for you on Mary Wash Giving Day. Save the date for Tuesday, March 20.

Save the date! Mary Wash Giving Day is back on Tuesday, March 20 and we need your help to reach 1,908 gifts in 24 hours. #MaryWashDay

It's #MaryWashDay! Today is your chance to make a lasting impact on the future of UMW. Join me in supporting our current and future students at givingday.umw.edu.

The clock is ticking! Head over to givingday.umw.edu to make your gift as part of Mary Wash Giving Day. #MaryWashDay

We did it! Thanks to those who celebrated UMW by giving back today and making Mary Wash Giving Day a success! #MaryWashDay

TWITTER

Save the date! @MWGivingDay is back on Tuesday, March 20 and @UMaryWash is setting its sights on 1,908 gifts in honor of our founding year.

#MaryWashDay is a one-day celebration of @UMaryWash. What can you do in a day? Find out how your gift can make an impact at givingday.umw.edu.

It's @MWGivingDay! Join me in making an impact at @UMaryWash by giving at givingday.umw.edu. #MaryWashDay

Only [xx] hours left to show your support for @UMaryWash on @MWGivingDay! Visit givingday.umw.edu to give now. #MaryWashDay

That's a wrap! Thank you to everyone who participated in making @MWGivingDay a success! #MaryWashDay.

BEFORE

DURING

AFTER

Visual Toolbox

Meet your visual toolbox, an online repository of downloadable graphics that will help you tell the giving day story online. Here's a sneak peek at what you'll find in Dropbox. Check out the folder at <http://bit.ly/2DMrO7T> and download the graphics you want to use.

**SPREAD
THE WORD!**
03.20.18

#MaryWashDay



MARY WASH
GIVING DAY



03.20.18



MARY WASH
GIVING DAY

THANK YOU!



MARY WASH
GIVING DAY

FAQs - and Answers!

Where should I post?

Post on your personal social media accounts and on any Mary Washington pages or groups you're in. UMW, Mary Wash Giving Day, and UMW Alumni will be sharing messages on Facebook, Twitter, Instagram, and LinkedIn, and participating groups will be sharing messages across the various platforms as well.

How often should I post?

That's your call! Start by posting at least once on the three key dates: March 14, March 19 and March 20. The recommendation is to post at least 1-3 times before Mary Wash Giving Day to promote the event, and at least 3+ times on Giving Day. If you're really enthusiastic, consider giving your networks an hourly update.

What if I don't know what to post?

When in doubt, go to UMW and Mary Wash Giving Day's social media accounts and share or retweet content. Add your own comment, or just share the post to help the university by spreading the word.

When should I use the #MaryWashDay hashtag?

In every post! Hashtags work on nearly every platform. You can use the hashtag as part of your post (i.e. Excited for #MaryWashDay) or add it to the end (i.e. Excited for Mary Wash Giving Day! #MaryWashDay).

What if I'm worried about spamming my Facebook friends?

That's understandable - and we have an answer! Although we do recommend sharing at least 1-3 posts with all of your followers (be loud and proud of your alma mater!) we do recognize that if you want to post more, you don't want to annoy your Facebook friends who might not share the same love for UMW that you have. When you go to post, there is a gray box to the left of "Post" that determines the audience. Click on the box, choose "See All," and select "University of Mary Washington." That will limit your post to be delivered only to your friends who have UMW on their profiles. The audience setting will stay, so be sure to check it before you go to post again.

More questions? No problem! Contact the Office of Annual Giving at umwgift@umw.edu or 540-654-2068. Thank you for being a #MaryWashDay Ambassador!