ARE YOU IN?

COLLEGE OF ENGINEERING AMBASSADOR GUIDE

VIRGINIA TECH GIVING DAY MARCH 19-20
WHAT IS GIVING DAY?

Remember telethons? Giving Day is the modern-day, social-media-powered equivalent.

It’s a 24-hour fundraising sprint, driven by ambassadors who care about Virginia Tech: alumni, students, parents, faculty, staff, and friends.

Basically, it’s a massive, worldwide, virtual party celebrating Virginia Tech – and everyone’s invited. This year it falls on March 19-20, 2019 from noon-noon EST.

On Giving Day, our ambassadors talk about Virginia Tech Engineering and the impacts we have on the world.

They challenge fellow alumni and friends to support the College of Engineering and its departments.

Are you in?
It’s important to give back, but your impact is multiplied when you inspire others to do the same.

That’s why we’re seeking Giving Day ambassadors. These ambassadors are tasked with amplifying the philanthropic spirit of Giving Day, whether through email, social media, phone calls, or texts. The end result is a community of people rallying around a cause our ambassadors care deeply about: advancing engineering at a university devoted to serving others.

Make your ambassadorship official
Sign up with Virginia Tech via the portal on the university’s Giving Day page at: givingday.vt.edu

Perks of signing up
- You have a personal ambassador dashboard.
- You can access downloads like social media images.
- You have access to social media and email templates.
- You can track how many other donors you recruit and how much money you’ve helped raise through your custom ambassador link.

The College of Engineering and its departments have also developed additional custom assets you can use. This allows you to promote the college or your home department if you’d like.

Check out what’s available via: bit.ly/COEtoolkit
HOW AMBASSADORS CAN HELP

Find what works for you and get involved however you’re able.

Make your gift on Giving Day
Go to givingday.vt.edu/coe19 and follow the instructions on the page to make your gift. You can designate to the college or your department when you fill out the form.

Post to your social networks
This is a huge part of being an ambassador – so huge, the next page gives you more details on this important part of Giving Day.

Send emails
College of Engineering themed email templates are available via the toolkit at bit.ly/COEtoolkit.

Phone a friend
Giving Day is a good excuse to ring up a friend and get them involved. Not a fan of calling? Send a text – point them to givingday.vt.edu/coe19.

Tune in
Log into your social media platforms and see what the university, college, or your home department is sharing on Giving Day. Help share content, leave a comment, and browse the #VTGivingDay hashtag to see how others are celebrating Virginia Tech. Links to college and department social channels can be found here bit.ly/COEtoolkit.
SPREAD THE WORD ON SOCIAL

Amplify your excitement for Virginia Tech and encourage others to give, too.

Before Giving Day
■ Change your profile and cover photos using downloads available in the College of Engineering toolkit at bit.ly/COEtoolkit.
■ Invite friends to also sign up as ambassadors via givingday.vt.edu.

During Giving Day
■ Post about your commitment to being a Hokie and why philanthropy matters to you.
■ Share a photo from your time at Virginia Tech or a video testimonial about why you’re involved this Giving Day. See an example video in the toolkit at bit.ly/COEtoolkit.

After Giving Day
■ Send friends, classmates, fellow alumni, or colleagues a direct message about Giving Day and urge them to get involved.
■ With every post, share your custom ambassador URL link and use the #VTGivingDay hashtag.
■ Share the university’s social posts.
Now: Sign up to be a Giving Day ambassador.

Urge your friends to do the same. Go to givingday.vt.edu to sign up.

February 19: Ambassador training
Tune into this webinar via the details on your dashboard. The training will give you basic guidance on being an effective ambassador. If you miss it, a recording will be made available on the dashboard.

Also, stay tuned for information from your home departments about additional Giving Day training and events leading up to the big day.

March 19-20, 2019 from noon-noon EST: Giving Day
This is when our ambassadors put everything in this guide into action:

- Make your gift to the College of Engineering or your home department’s annual fund.
- Send 1-3 emails to your respective networks about Giving Day and the importance of giving back in the spirit of Ut Prosim.
- Change out your profile picture on social media using the ambassador resources provided and share posts about why you give.
- Follow Virginia Tech platforms and share the university’s Giving Day posts that most inspire you.
WHY GIVING DAY?

It’s no secret that public universities today cannot depend on traditional funding sources.

Higher education is a discretionary item in state budgets, meaning it’s liable to be cut in times of financial uncertainty, according to the American Association of State Colleges and Universities. And with growing enrollments, sometimes funding needs are not necessarily met by state appropriations.

But if Virginia Tech is to continue growing, being on the forefront of the massive changes in the higher education landscape, and keeping pace with industry, finding other sources of support is crucial. That’s where our alumni and their enthusiasm for Virginia Tech come in to help fill the gap.

We depend on the support of our alumni to propel the College of Engineering forward, and Giving Day is one exciting way to celebrate the generous philanthropy of our Ut Prosim-minded donors.
This is Virginia Tech’s second annual Giving Day. During the first, we raised over $1.6 million from nearly 5,000 gifts.

Last year, the College of Engineering raised nearly $260,000 from 801 gifts. Those dollars fund scholarships, programs, our researchers, conference travel, and more.

You can make a gift of $5 or more to participate in Virginia Tech Giving Day. Throughout Giving Day, you’ll see matches and challenges. Often sponsored by fellow alumni, these are opportunities to double impact through matching gifts or to compete in challenges to win more money for your department or college.

Donating to your college and/or department’s annual fund allows the flexibility to help in all areas, from research to scholarships, to specific student and faculty needs, to other opportunities that advance our land-grant, service-inspired mission.