COLLEGE OF ENGINEERING

AMBASSADOR GUIDE

GIVING DAY 2021
WHAT IS GIVING DAY?

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

It’s a 24-hour fundraising sprint, driven by ambassadors who want to maximize the good Virginia Tech can do for our students and global communities. Giving Day is championed by Hokie alumni, students, parents, faculty, staff, and friends of the university.

Basically, it’s a massive, worldwide, virtual party celebrating Virginia Tech – and everyone’s invited. This year Giving Day falls on February 24-25, 2021, 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 and its departments.
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 asked to amplify 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.

Perks of signing up
■ Personal ambassador dashboard
■ Access to downloads like social media images
■ Access to social media and email templates
■ Ability to track how many other donors you recruit and how much money you’ve helped raise through your custom ambassador link

Make your ambassadorship official
Sign up with Virginia Tech via the portal on the university’s Giving Day website.

Check out what’s available in Virginia Tech’s Giving Day ambassador toolkit.
Find what works for you and get involved.

**Make your gift on Giving Day**
Follow the instructions on the [College of Engineering Giving Day page](https://givingday.vt.edu/giving-day) to make your gift. You can designate to the college or your department when you fill out the form using the dropdown menu.

**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**
Use Virginia Tech's themed email templates in the ambassador [toolkit](https://givingday.vt.edu/giving-day) and customize to your specific department and personal experience.

**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 [https://givingday.vt.edu/giving-day/32354/department/32369](https://givingday.vt.edu/giving-day/32354/department/32369)

**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.
SPREAD THE WORD ON SOCIAL

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

Before Giving Day
- Change your profile photo using downloads available in the Virginia Tech ambassador toolkit.
- Invite friends to also sign up as ambassadors via the Giving Day website.

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 short testimonial about why you’re involved this 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.
- Rather copy and paste? Look in the toolkit for templates.

After Giving Day
- Thank your donors! Stay tuned to the university’s social media, share out the final ‘thank you’ post, and see the results of what you helped accomplish.
Now: Sign up to be a Giving Day ambassador through Virginia Tech’s online platform.

Urge your friends to do the same. Go to the [Giving Day website](#) to sign up.

**February 24-25, 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 1-2 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. COVID-19 has proven this point for public universities especially. 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 third annual Giving Day, with previous events happening in 2018 and 2019. Giving Day 2020 was postponed due to COVID-19.

In 2019, the University raised $2,863,031 from 6,674 gifts.

In 2019, the College of Engineering raised nearly $278,000 from 1,114 gifts. Those dollars funded scholarships, programs, research, conference travel, and more.

Any size gift matters! You can make a gift of $5 or more to participate in Virginia Tech Giving Day.

Throughout Giving Day, you’ll see a variety of challenges. Often sponsored by fellow alumni, these are opportunities to maximize your donation’s impact by unlocking additional dollars 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, and to other opportunities that advance our land-grant, service-inspired mission.