



Social Media Ambassadors Toolkit

What Does a Giving Day Ambassador Do?

As an Ambassador, you help spread the word and engage others by posting Giving Day messaging and themes on your social networks. Download the Giving Day Ambassador Toolkit to find hashtags, photos, text, and other tools.

- Make a Difference, Give – Support Bennett College with a gift of any size during Bennett College Giving Day, make a gift to the fund that you are passionate about!
- Get Four – Ask four Bennett College friends to support #BennettGivingDay with a gift of any size during the Campaign
 - Use the sample email in the Ambassador Toolkit to send an email to at least four Bennett College Friends
- Go Social – Reach out to your network on social media, email, mobile phone or whatever way you are most comfortable with to promote #BennettGivingDay and encourage others to make a difference by giving to Bennett College.
 - Post about why you are supporting your chosen project and encourage others to support “Our College, Our Future, Our Day.”
- Say Thank You – Make sure that your network feels appreciated and that they know you value their donation and support. Say thank you and update your audience throughout the Day on your social media channels and/or through email.
- Reach out to us – For Questions and additional information about Bennett Giving Day Ambassadors, please contact dlove@bennett.edu.

Bennett College Giving Day Ambassador - Make a Difference

- Share/retweet Giving Day content
- Post a #BennettGivingDay selfie
- Change your social cover photo on Facebook, Twitter, and LinkedIn
- Add a Bennett Giving Day frame to your Facebook profile picture
- Add Special Bennett College Giving Day Sticker to Instagram Posts

Before Giving Day

1. Send an email inviting at least Four (4) of your friends to (email text in the folder)
2. Post, Share on Social Media (Twitter, Facebook, LinkedIn, Instagram)

September 22 – Bennett College Giving Day

- Post at least 3- 4 times
- Share updates of fundraising

October 20th

- Send a Thank You email to your network and post a Thank You on social media networks (include fundraising results).

Messages to Share

- A gift to Bennett College is an investment in its people, programs, and possibilities
- Multiply your donation through your company's matching gift program
- Join us for an incredible 24-hours of celebrating and supporting the people, programs, and future of Bennett College
- What can alumni and friends of **(XXX Department, Alumnae Class, etc.)** do in 24 hours? Join us on October 19 for Bennett College Giving Day. It is going to be incredible!
- Whether you give back to your program, support infrastructure improvements, or fund scholarships that help students meet their basic needs, your gift makes a difference.
- 10-19-21 Our College. Our Future. Our Day. – Bennett College Giving Day
- Your gift on Bennett Giving Day will have a more significant impact thanks to generous supporters providing dollar-for-dollar matches and challenges.
- #BennettGivingDay contributions support improvements and enhancements to revitalize the College and introduce new resources that support the overall student experience

Bennett College Giving Day Hashtags

- #BennettGivingDay
- #OurCollegeOurFutureOurDay