

How to Become an Advocate on GiveCampus

By becoming **StMU Giving Day** Advocate you are encouraging your classmates, family, and friends to support #StMUGivingDay 2021. GiveCampus helps connect donors to their peers to make giving to and getting involved with the campaign more meaningful.



With the Advocate feature on GiveCampus, spreading the word about [StMU Giving Day](#) is easy, fun, and rewarding. You can help donations go even further by adding your own story to the campaign, and track how many clicks, gifts, and dollars are raised by your efforts in real time.

Campaign link: www.givecampus.com/schools/StMarysUniversity/stmu-giving-day

Fundraising goal: \$20,000

StMU Giving Day: Wednesday, March 24, 2021 | **Kick-off:** Tuesday, February 23

[Click here](#), for a great example of a Advocate-supported GiveCampus campaign

The first step to becoming an Advocate is to **sign up for a GiveCampus user account**.

Visit givecampus.com and click 'Sign Up' in the top right of the page. It's important to know that simply signing up for a user account won't make you become an Advocate—to become an Advocate, you must take *active* steps to inspire *others* to make gifts. Once you're signed up for and logged into your GiveCampus user account, you can become an Advocate for StMU Giving Day by taking one—or even better—all of the following steps:

Consider your own gift. Great advocates lead by example and you can leverage your gift to encourage others to give! **Offering a Match means** that you'll give a number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. You can restrict Matches to only apply to donors from an affiliation group, class year, or even a specific group of friends. **Offering a Challenge means** that you'll give a gift only if the campaign receives a certain number of donors or dollars after you set up the Challenge. Challenges cannot be restricted to specific donor groups.

Create a Personal Plea. A Personal Plea is a quick video in which you tell the St. Mary's community why you're excited about the campaign, and why others should get involved.

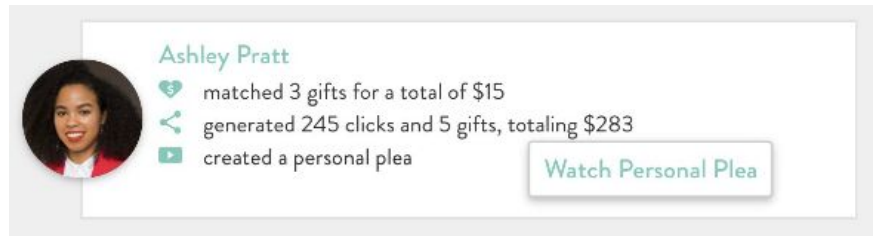
Shooting a short "selfie" video on your cell phone is all you need to do to add your story to the campaign! After recording your video, head to the Advocates tab on the campaign page and upload your Personal Plea.

A screenshot of the "Create your match!" form on GiveCampus. The form is titled "Create your match!" with a "Learn more" link. It includes a text input field for "I will match up to" with a value of "\$ 250". Below this are two radio button options: "\$1 per \$1 donated" (selected) and "Until campaign end". Under the "\$1 per \$1 donated" option, there is a "Per donor" radio button (selected) and a "Per \$1 donated" radio button. There is also a "# of days" field with a value of "2". At the bottom, there is a checked checkbox for "Match your class or a list of friends" and a dropdown menu for "Select the class year of those you want to match" with the value "2013".

How to Become an Advocate on GiveCampus (cont'd)

Share the campaign link. The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to you. When you use these buttons to share the campaign link while logged into your GiveCampus user

account, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to blast your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer-to-peer asks. **Start today—share early and share often!**





Ashley Pratt
matched 3 gifts for a total of \$15
generated 245 clicks and 5 gifts, totaling \$283
created a personal plea
Watch Personal Plea

Everything you need to know about how Matching and Challenges work

Matching Gifts

Offer a Matching Gift

 Anna Anderson is matching \$20 per donor up to \$400 for the next 163 days

 Ben Baker is matching \$2 per \$1 donated up to \$1,000 for the next 163 days

Matches and challenges are similar, the key difference is that challenges are milestone-based (ex. if 100 people make a donation, I will give \$250) and matches are made on a per donor basis (ex. I will match up to \$500 on a dollar-for-dollar basis for the next \$500 that is donated).

A Match can be set up as matching \$X per donor **OR** \$X per \$1 donated. **A Challenge** is set up in such a way that a donor will give \$X if Y number of donors give **OR** the donor will give \$X if \$Y is donated.

Challenges are all-or-nothing in that the dollars are not released unless the threshold specified in the terms of the Challenge is met.

Challenges

Offer a Challenge

Charlie Cromer will give \$10,000 if 300 donors give in the next 27 days

0 donors so far, 300 to go!

Denise Duffy will give \$10,000 if \$100,000 is donated in the next 27 days

\$0 donated so far, \$100,000 to go!

Reminder: only matches can be restricted to specific groups (e.g. affiliation, **OR** class year, **OR** a list of donor names, **OR** designation). Challenges are not allowed to be restricted because they are 'higher stakes' in that if the milestone is not reached, you will not receive any of the funds.

Questions regarding **StMU Giving Day** contact Samuel Valdez, Director of Annual Giving, at (210) 431-4333 or email svaldez16@stmarytx.edu for more information.