

# TCU AMBASSADORS

## FREQUENTLY ASKED QUESTIONS

### **BECOME A TCU SOCIAL MEDIA AMBASSADOR & ADVOCATE FOR TCU GIVES DAY**

#### **What is a social media ambassador?**

Here at TCU, we try our best to keep in touch with Horned Frog alumni, parents and friends, but sometimes they move, and we lose contact. Social media ambassadors help bridge that gap by using their social media channels to about all the great things that are taking place on campus and throughout the TCU community. This year, we have introduced a new giving platform, GiveCampus, which is where our Advocacy portal will be. **On this platform, Ambassadors are called Advocates.**

#### **Why was I invited?**

Because you're awesome! That's actually true, but more than that, you've already shown that you bleed purple either through campus involvement or by frequently celebrating TCU students, faculty, staff and alumni on your social media accounts.

#### **What kind of messages will I share?**

You will be asked to share stories about the incredible work our students, faculty and staff are doing at TCU to make a difference in the world. In this volunteer role, you will promote the university by sharing fundraising initiatives and stories about the impact of the TCU experience. You will also be asked to share opportunities to engage with the Horned Frog family through events, volunteering or giving back.

#### **How will I know when to share a message?**

You will receive an email from TCU each time a new message is available to share. Just click the link in the email and it will take you directly to the GiveCampus Advocate portal. You have the option to edit the post before you send it and can choose how you wish to share the message (Facebook, Twitter, LinkedIn or email).

#### **How often will I be asked to share messages?**

The frequency of messages will vary depending on the time of year, but we suggest once per week. Special events may require more messages: for instance, we plan on sharing approximately seven messages in October this year for TCU Gives Day.

#### **What if I don't use social media?**

That's ok! Ambassadors/Advocates can share messages via email as well.

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### **How do I share messages via email?**

After logging in, there's an email message section at the bottom of the page. Please feel free to copy and paste that message into your email. Also, be sure to include your "personal link" at the end of your message.

### **What time of year will I send the most messages?**

TCU Gives Day is our big online volunteer event, and it takes place in October. This is the day that TCU Ambassadors/Advocates Lead On by sharing TCU Gives Day content on their social media and sending emails to people in their network. During this 24-hour day of giving, you will encourage your fellow Horned Frogs (and Frog Friends) to make a gift by spreading the news of Gives Day. Prior to TCU Gives Day, we also ask that you help in getting the word out and building momentum.

## **FACTS ABOUT TCU GIVES DAY 2023**

For the 10th year, TCU will be holding a 24-hour online giving day. The goal of TCU Gives Day is to increase participation from alumni, students, parents and friends. This year, we have from noon on Oct. 3 until noon Oct. 4 to reach our goal of 2,023 donors.

Last year, we exceeded our goal in large part to the efforts of our TCU Social Media Ambassadors. We can't do this without YOU! Here's how you can help us promote TCU Gives Day.

### **Communication about Gives Day**

You will receive several emails about the progress made toward the Gives Day goal on Oct. 3 and 4. Feel free to forward any email(s) to a friend to help spread the word.

### **Tracking Progress**

You can keep up with real-time Gives Day activity and progress at [frogfunding.tcu.edu](http://frogfunding.tcu.edu). The Ambassador contest begins at 8 a.m. CST Sept. 5 and will close at noon CST Oct. 4.

### **Helpful Information**

Want to know about prizes and our Advocate competition? Need to learn more about TCU Gives Day? Please visit the Advocates page at [frogfunding.tcu.edu](http://frogfunding.tcu.edu). If you would prefer not to participate, you can unsubscribe by [clicking here](#).

### HOW TO BECOME AN ADVOCATE ON GIVECAMPUS

#### Step 1: Create a GiveCampus user account

The first step to becoming an Advocate is to create and/or log into a GiveCampus user account. The Advocate tools are built to put Advocates' names in lights. Being celebrated for getting involved with your campaign on a deeper level can be a huge motivator for becoming an Advocate. **But a user must be logged into a GiveCampus account while using the Advocate tools for their impact to be fully tracked and their name to be featured on the Advocates tab on the campaign page.**

**Our campaign is not live yet. Is there somewhere else I can go to create an account?** Yes! Head to the university's GiveCampus homepage [www.tcugivesday.tcu.edu](http://www.tcugivesday.tcu.edu).

**I signed up for a GiveCampus user account. Am I an Advocate yet?**

Not yet! Simply signing up for a user account does not an Advocate make. Anyone can create a GiveCampus user account but becoming an Advocate means taking active steps to promote the campaign to others. To become an Advocate, you must first create and/or log in to your GiveCampus user account, and then use one — or better yet, all — of the Advocate tools.

**I already created a GiveCampus user account for last year's giving day, or for a campaign at my other affiliated institution. Do I need to create a new account for this campaign?**

Nope! GiveCampus user accounts are universal to the entire GiveCampus community-- you don't need one user account per campaign or one user account. Keep logging into the same user account for campaign after campaign and watch your user profile light up with your continued advocacy!

#### Step 2: Consider your own gift

Leading other donors by example is an important first step toward a successful campaign. Advocates can make an outright gift via the "Give Now" button or they can inspire others to make gifts by offering Matches and Challenges — these are some of the powerful tools for motivating other donors to give to a campaign.

**I made an outright gift via the "Give Now!" button on the campaign page. Am I an Advocate?**

Not yet! But thank you for your generosity! Outright gifts via the 'Give Now!' button make you a donor, but not an Advocate. A person only becomes an Advocate when they take an action using the Advocate tools to inspire others to get involved with a campaign.

If you'd like to make a gift that can inspire others to get involved with a campaign — and therefore recognize you as an Advocate right away — consider offering a Match or Challenge.

### **When should I give?**

As soon as possible! We encourage Advocates to go ahead and make a gift or offer their Matches and Challenges as soon as possible — and before the public campaign launch, too. This is a great way to boost the #PhilanthropyFOMO factor: when the first wave of donors visit the campaign page after the official public launch, they'll be more inspired to give if they can see that their gifts will go further because their peers have offered Matches and Challenges. When other donors see that Advocates are offering Matches and Challenges and making gifts early in the life of the campaign, they'll be more likely to give or consider a Match or Challenge of their own!

## **Step 3: Create and upload a Personal Plea**

Personal Pleas give Advocates the chance to add their own story to the campaign page. A Personal Plea is a short video in which an Advocate explains why they're excited about getting involved with the campaign and why others should support it, too.

### **I don't have a video camera, and I don't know how to edit film. Can I still make a Personal Plea?**

Yes! The vast majority of Personal Pleas are simple selfie videos made on smartphones. There is no need to use sophisticated equipment, write a script or edit your video. Personal Pleas don't need to be fancy to be effective, but don't be afraid to get creative by bringing in kids, pets or donning school pride gear. Just be yourself, be authentic and tell your compelling story!

### **I uploaded my Personal Plea and went back to the campaign page, but I don't see my video yet. Why?**

You'll see it soon! Each and every Personal Plea is reviewed by a member of the TCU team to ensure that it's up to university standards before it is approved and posted to the campaign page.

### **When should I post my Personal Plea?**

Uploading your Personal Plea as soon as possible — and preferably before the public launch of the campaign — is a great idea. When the first wave of donors visit the campaign page, they will be all the more inspired to give if they can see the faces and stories of their peers on the campaign page.

### **Step 4: Share the campaign link using the built-in sharing buttons**

Spreading the word about a campaign is one of an Advocate's top responsibilities. When an Advocate shares the campaign link while logged into their GiveCampus account via the built-in sharing buttons (the ones that are located under the campaign video and on the Advocates tab), we track the number of donors, dollars and link clicks they inspired and celebrate their impact on the Advocates tab.

#### **When should I share the campaign link?**

Short answer: as early and as often as possible! Long answer: it depends on the type of campaign. For time-based campaigns like giving days or week-long challenges, Advocates may be asked to refrain from sharing the campaign link until the official public launch of the campaign — even though they may have been given early access to the campaign page to stake Matches and Challenges and upload Personal Pleas. But after the public launch of the campaign, let the sharing blitz begin! Share the campaign link with updates about campaign milestones, screenshots of competitions to rally your class year or designation, and to spread the word about exciting Matching or Challenge gift opportunities.

#### **I shared the campaign link, but my name is not showing up on the Advocates tab. Why?**

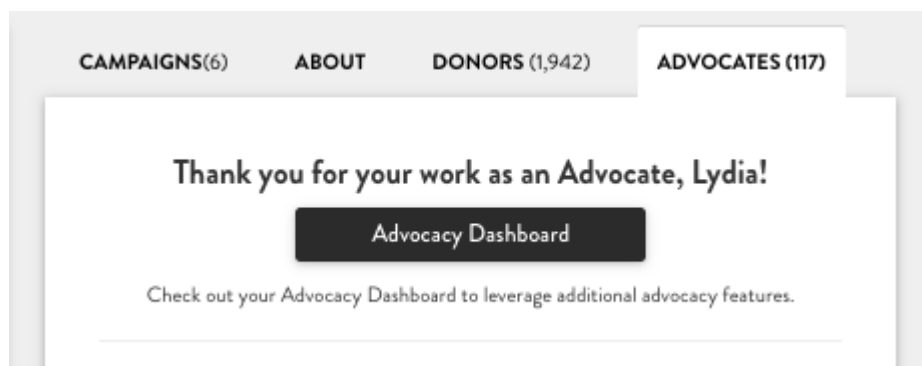
This can be due to any of the following reasons:

- You were not logged into a GiveCampus user account when you shared the campaign link. The link that is generated via the sharing buttons will only track impact to a specific Advocate, if that Advocate was logged into their GiveCampus user account when they used the sharing button.
- You shared a campaign link other than the link that is generated via the built-in sharing buttons. Only the link generated via the sharing buttons is unique to a specific Advocate and can be used to track their impact. Copying the campaign URL from a browser won't track to a specific Advocate.
- No one has clicked on the link yet. An Advocate's name will not appear on the Advocates tab — and their sharing impact won't be tracked — until at least three other people in separate browser sessions click on the Advocate's link and visit the campaign page. This is both to celebrate advocacy that inspires others to get involved with the campaign as much as possible, and to prevent any (well-intentioned, of course) misuse of the tool such as sharing an Advocate link to a private feed or gaming the impact tracker by an Advocate repeatedly clicking on their own link.

### Advocacy Portal on GiveCampus

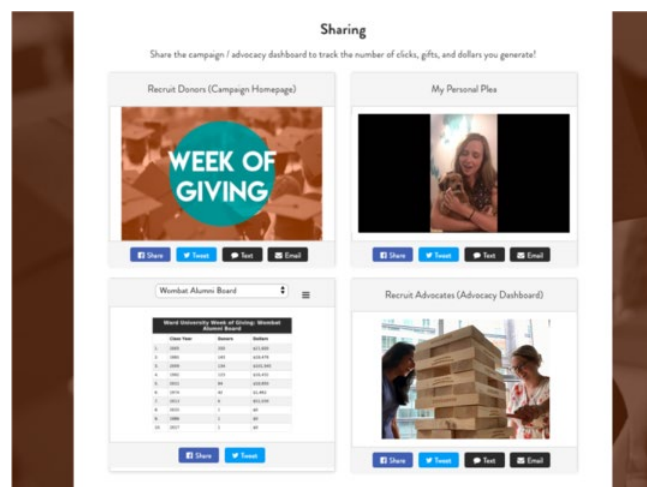
#### What will Advocates see?

When a registered GiveCampus user is visiting the campaign page while logged into their GiveCampus user account, they will see an "Advocacy Dashboard" button on the campaign page "Advocates" tab.

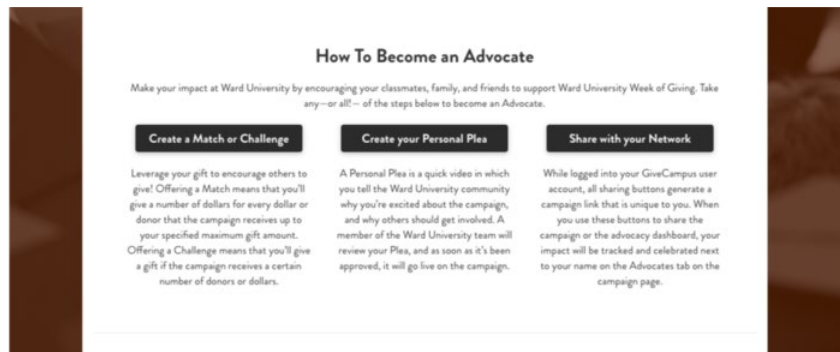


Once viewing your Advocacy Dashboard, you'll have access to the following features:

- Match and Challenge prompts and progress tracking
- Personal Plea upload settings and approval status
- Tools for sharing the campaign link with images, Personal Plea still frames, competition training, and donor maps



- How-to instructions for using the Advocate tools

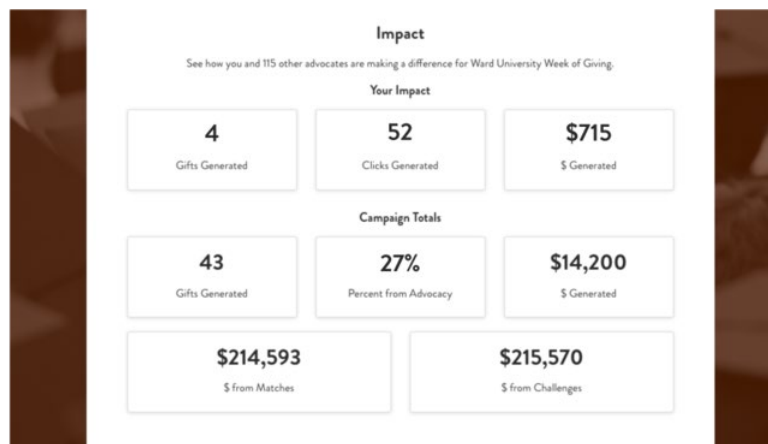


**How To Become an Advocate**

Make your impact at Ward University by encouraging your classmates, family, and friends to support Ward University Week of Giving. Take any—or all!— of the steps below to become an Advocate.

- Create a Match or Challenge**  
Leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for every dollar or donor that the campaign receives up to your specified maximum gift amount. Offering a Challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.
- Create your Personal Plea**  
A Personal Plea is a quick video in which you tell the Ward University community why you're excited about the campaign, and why others should get involved. A member of the Ward University team will review your Plea, and as soon as it's been approved, it will go live on the campaign.
- Share with your Network**  
While logged into your GiveCampus user account, all sharing buttons generate a campaign link that is unique to you. When you use these buttons to share the campaign or the advocacy dashboard, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page.

- Personal and campaign wide Advocate impact statistics



Note: When a guest user is visiting the campaign page and not logged into a GiveCampus user account, they'll see a prompt to create an account and/or login to fully leverage the Advocate features. Community supporters can still use the Advocate features while not logged into a user account, but they won't be able to access the Advocacy Dashboard.

### **Can Advocates be credited for offline gifts?**

No, Advocates can only be linked to gifts generated online.

## **ACCOUNT SETTINGS**

### **I forgot my password. How can I log in?**

You can reset your password by clicking the “reset your password” link on the login page. You will be sent an email, which contains a link to gain access to your account.

### **Who do I contact for additional questions?**

If you have additional questions, please contact Chuck Harris, assistant director of digital philanthropy, at [c.w.harris@tcu.edu](mailto:c.w.harris@tcu.edu).

### **How can I unsubscribe?**

We are sad to see you go and hope to have your continued support in the future. [Click here](#) to unsubscribe and opt out.



### TCU Gives Day Checklist



Save the date!  
Mark your calendar for OCT. 3.



Choose where your gift should go.



Make your gift early online before OCT. 3.



Share the news with a friend.



Follow the main TCU Facebook & Instagram accounts to keep up with the day's activities.