



# TCU SOCIAL MEDIA AMBASSADOR TOOLKIT

**Edition 2 : 2024**

**LEAD ON.™**

# TCU SOCIAL MEDIA AMBASSADOR TOOLKIT

In this toolkit, you'll find more information on:

1. How to be a great TCU Social Media Ambassador
2. FrogFunding
3. Inspiring stories about Horned Frogs to share
4. Sample social media posts for you to utilize

## HOW TO BE A GREAT TCU SOCIAL MEDIA AMBASSADOR

- Follow, Like and Share** 

Follow, like and share TCU University Advancement's social media accounts.

  - Instagram — @TCUThanksYou, @TCUFrogClub, @TCUAlumni
  - Twitter/X — @TCU\_Giving, @TCUFrogClub, @TCUAlumni
  - Facebook/Meta — @TCUFrogClub, @TCUAlumni
- Get Content Creative** 

Use the sample posts and content provided in this toolkit to create meaningful messaging that will inspire others to support TCU.
- Share Your TCU Story** 

Take time to reflect on your TCU story and share what has inspired you to want to stay connected as a Horned Frog.
- Make a Gift in Support of TCU** 

TCU students are learning to change the world, and you can give them the support they need to be successful through graduation and beyond. Your gift can be designated to any area of the university you choose.
- Advocate, Advocate, Advocate** 

Visit [frogfunding.tcu.edu](https://frogfunding.tcu.edu) and support one of the many different fundraisers across campus. Learn more below.

# FROGFUNDING

## What is FrogFunding?

The FrogFunding platform is designed to connect projects that support the university's strategic plan with donors who wish to advance the work of TCU. Through FrogFunding, students, faculty and staff are able to organize campaigns that aim to raise funds for their campus groups and initiatives.

## Why is It Important?

FrogFunding brings attention to the incredible initiatives and projects happening at TCU, shedding light on impactful work that might otherwise be overshadowed by the many other activities taking place on campus.

## How Can You Provide Support?

After visiting [frogfunding.tcu.edu](https://frogfunding.tcu.edu), find the campaign that you feel most inspired to support and sign up to become an advocate. There, you'll be able to create personalized tracking links that will show how many clicks and dollars you are able to generate through sharing.

## SUMMER CAMPAIGN



## TCU ATHLETICS - 24/7 CAMPAIGN

**July 20-26, 2024**

Support your favorite TCU Athletics program this summer by participating in the 24/7 Campaign. The campaign aims to support all **24** athletic programs for **7** straight days and will take place **July 20-26. (Support now.)**

# INSPIRING STORIES TO SHARE



## TCU Honors Students Give Back

Earlier this month, two Honors courses gave \$200,000 to Fort Worth nonprofits. After starting with 100 nonprofits per class, students researched, analyzed, and debated collectively for more than 16 hours to choose eight nonprofits and award 10 gifts. ([Read more](#)).

## TCU Graduates Over 2,500 Students

TCU and Brite Divinity School presented degrees to more than 2,500 candidates over three separate ceremonies May 11, recognizing graduates who experienced an unprecedented time. ([Read more](#)).



## National Champion Horned Frogs

The TCU Men's Tennis team became national champions after defeating No. 2 Texas in the NCAA D1 Men's Tennis Championship. Led by Head Coach David Roditi, the Horned Frogs will finish the season ranked inside the top 10 for the 10th straight season. ([Read More](#)).

# SAMPLE SOCIAL MEDIA POSTS TO UTILIZE



**John Doe**

Woo-hoo — I am officially #LoyalPurple! TCU's newest initiative, Loyal Purple, celebrates those who give annually in any amount to any area on campus. #BleedPurple #LiveLoyal



**Jane Doe**

The great power of donor participation is the strength in numbers. Together, we can achieve so much more than any one of us alone. Join me in making a gift in support of any area at TCU today. #HornedFrogs



**John Doe**

🌟 Exciting news! Two TCU classes within the John V. Roach Honors College recently gave \$200,000 to Fort Worth nonprofits. After carefully evaluating 100 nonprofits per class, students selected eight organizations to receive 10 gifts. We're proud of their hard work and dedication to making a positive impact in our community! 🎉 #GivingBack #CommunityImpact



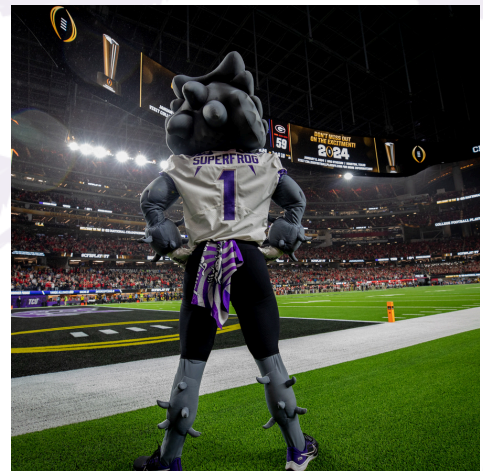
**John Doe**



So excited! I just ordered my TCU Legacy Brick to be installed at the Carter. #TCULegacyBricks



**Jane Doe**



Join me in supporting your favorite TCU Athletics program today by making a gift in support of the 24/7 Campaign.

Still Have Questions?  
Contact Chuck Harris, Assistant Director of Digital Philanthropy,  
at [c.w.harris@tcu.edu](mailto:c.w.harris@tcu.edu).



**TCU**

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