A group of people posing for a photo

Description automatically generated with medium confidence

**UCR Give Day Ambassador Toolkit**

Give Day is almost here, and we want to thank you for helping us as ambassadors of #UCRGiveDay! This toolkit is meant to serve as a guide and resource for anyone that is helping promoting UCR Give Day; please customize the sample messaging to best fit your needs!

In this toolkit you’ll find:

* UCR Give Day Messaging (p. 2-3)
* Calls to Action and University Power Claims & Messaging (p. 3)
* Sample Emails (p. 4-5)
* Sample Facebook, Instagram, and LinkedIn Posts (p. 6)
* Sample Twitter Posts (p. 7)
* Timeline Checklist (p. 8)

Questions?

Please contact the Office of Annual Giving at [annualgiving@ucr.edu](mailto:annualgiving@ucr.edu)

**UCR GIVE DAY MESSAGING**

**About UCR Give Day**

Scottish heritage has been part of Highlander history since UC Riverside’s beginning. This spring, we’re embracing our school spirit and UCR’s longtime traditions—as well as our affinity for the new—during our first-ever standalone Give Day on National Tartan Day, April 6, 2023! To commemorate the university’s founding year, 1954, this giving opportunity will run for **1** day, **9** hours, and **54** minutes —beginning at 12 a.m. PST on Thursday, April 6 and ending at 9:54 a.m. PST on Friday, April 7.

Alumni, students, parents, faculty, staff, and friends are invited to participate in this special day in support of dozens of areas across campus. Giving is easy, and a great way to make a BIG difference for UCR students, research, and programs!

**UCR Give Day Messaging by Audience**

For Young Alumni:

Spring into giving on April 6, 2023—National Tartan Day—for UC Riverside’s first-ever standalone UCR Give Day! This is your chance to support and empower the next generation of Highlander alumni with a gift of any size to a campus cause that’s close to your heart. In honor of UCR’s founding year, 1954, you’ll have **1** day, **9** hours, and **54** minutes to give—beginning at 12 a.m. PST on Thursday, April 6 and ending at 9:54 a.m. PST on Friday, April 7. Your alma mater needs YOU! Make your gift today and, together, let’s transform the future.

For Alumni:

This spring, let’s show how Highlander alumni turn California dreaming into California doing by making a gift during our first-ever UCR Give Day. Giving begins at 12 a.m. PST on Thursday, April 6—National Tartan Day—and runs for **1** day, **9** hours, and **54** minutes (ending at 9:54 a.m. PST on Friday, April 7) to commemorate UCR’s founding year of 1954. Your alma mater needs YOU! Give today and, together, let’s power new possibilities for the next generation of Highlanders!

For Donors:

In the Highlander community, every season is a season for giving. You have shown us this through your past generosity to UC Riverside. This spring, we have a special opportunity for you to make an even greater difference for our students, research, and programs. On April 6, 2023—National Tartan Day—we are holding the first-ever standalone UCR Give Day. In honor of UCR’s founding year, 1954, you’ll have **1** day, **9** hours, and **54** minutes to give—beginning at 12 a.m. PST on Thursday, April 6 and ending at 9:54 a.m. PST on Friday, April 7. Renew your gift today, and watch as your continued support helps to power new possibilities at UCR and beyond!

For Non-Donors:

This year, and for the fourth consecutive year, UC Riverside was named the top public university in the United States for social mobility by U.S. News. On April 6, 2023, during our first-ever standalone UCR Give Day, you can help us continue this trajectory of powering new possibilities for our students by making your first-ever gift to UCR! This special day of giving begins at 12 a.m. PST on Thursday, April 6—National Tartan Day—and runs for **1** day, **9** hours, and **54** minutes (ending at 9:54 a.m. PST on Friday, April 7) to commemorate UCR’s founding year of 1954. Gifts of all sizes help to support critical student resources not covered by tuition or state aid. This is your moment! Will you invest in our students’ futures by making a gift today?

For Parents:

Parents, we see you. We see you supporting and empowering your student, ensuring they have every opportunity for a successful and bright future. We’re right beside you in that endeavor. That’s why on April 6, 2023—National Tartan Day—we’re introducing our first-ever standalone UCR Give Day to help support critical student resources not covered by tuition or state aid. Will you invest in our students’ futures by making a gift today? In honor of UCR’s founding year, 1954, you’ll have **1** day, **9** hours, and **54** minutes to give—beginning at 12 a.m. PST on Thursday, April 6 and ending at 9:54 a.m. PST on Friday, April 7. Give now and, together, let’s power new possibilities for our Highlanders!

CALLS TO ACTION

* Give now / Donate now
* Give today to help UCR students, research, and programs
* Make your gift today!
* Participate in one of our #UCRGiveDay challenges!
* Spread the word on social media about #UCRGiveDay

UNIVERSITY POWER CLAIMS & MESSAGING

<https://brand.ucr.edu/power-claims>

**SAMPLE EMAIL MESSAGES**

**[Pre-event]**

Subject Line: Help us celebrate UCR’s first-ever standalone Give Day on April 6!

Dear [Name],

This April, UC Riverside is honoring its Highlander history by hosting its first-ever standalone UCR Give Day! On April 6, 2023—National Tartan Day—we’re inviting alumni, students, parents, faculty, staff, and friends to make a gift in support of UCR scholarships, research, and programs.

To commemorate the university’s founding year, 1954, this giving opportunity will run for **1** day, **9** hours, and **54** minutes—beginning at 12 a.m. PST on Thursday, April 6 and ending at 9:54 a.m. PST on Friday, April 7.

This is our time to make a difference! Please consider joining me in supporting UCR with a gift of any size and, together, let’s power new possibilities for Highlanders in need.

Sincerely,

[Your Name]

P.S. Learn more about #UCRGiveDay on our social media channels or at [giveday.ucr.edu](https://giveday.ucr.edu/).

**[Day of]**

Subject Line: It’s UCR Give Day! Let’s power new possibilities for Highlanders!

Dear [Name],

It’s officially UC Riverside’s first-ever standalone Give Day—and National Tartan Day, too!—and we’re ready to power new possibilities for our Highlanders. Are you?

Please join me in supporting and empowering our Highlander community—and reaching our goal of 3,000 gifts before 9:54 AM on April 7th—by making a gift today at [giveday.ucr.edu](https://giveday.ucr.edu/). It’s easy to do… just select a campus program close to your heart and give what you are able. Gifts of all sizes positively impact our students, research, and programs.

Thank you for helping us secure a bright future for our Highlanders!

Sincerely,

[Your Name]

P.S. After you give, and if you’re on social media, we encourage you to share why you support UCR using the hashtag #UCRGiveDay. Let’s inspire others to give with us this National Tartan Day!

**[Day of]**

Subject Line: The countdown is on for UCR Give Day!

Dear [Name],

It’s UCR Give Day, and we officially have 1 day, 9 hours, and 54 minutes (in honor of our founding year, 1954) to make a difference for Highlanders in need!

Will you join me in making a gift at [giveday.ucr.edu](https://giveday.ucr.edu/) before 9:54 a.m. PST on April 7?

There are many critical campus programs and resources that could benefit from your support—from scholarships that help promote student success to research that inspires transformative change at UCR and beyond.

Please consider giving what you can—all gifts, no matter the size, help us power new possibilities for a brighter future. Thank you for your generosity!

Sincerely,

[Your Name]

P.S. After you make your gift, please help us inspire others to give by sharing why you support UCR on social media using the hashtag #UCRGiveDay.

**SAMPLE FACEBOOK, INSTAGRAM, & LINKEDIN POSTS**

**[Pre-event]**

Spring into giving on April 6, 2023—National Tartan Day—for UC Riverside’s first-ever standalone UCR Give Day! Learn more at giveday.ucr.edu. #UCRGiveDay 🐻💪

It’s almost here… our first-ever UCR Give Day on April 6, 2023! There are dozens of areas on campus to support, so get ready to give and let’s power new possibilities at UCR! 💙💛 #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

Let’s transform the future… together! Join me in supporting UCR students, research, and programs on April 6, 2023—National Tartan Day!—during UCR’s first-ever standalone Give Day! 💙💛 Learn more at [giveday.ucr.edu](https://giveday.ucr.edu/). #UCRGiveDay

**[Day of]**

Hey, Highlanders! We officially have 1 day, 9 hours, and 54 minutes (in honor of UCR’s founding year, 1954) to participate in UC Riverside’s first-ever standalone UCR Give Day! 🎉🎉 Don’t wait! Make your gift 🎁before 9:54 a.m. PST on April 7 at [giveday.ucr.edu](https://giveday.ucr.edu/). #UCRGiveDay

What UCR program is closest to your Highlander heart? 💙💛 Show us with a gift today to support #UCRGiveDay! Give now at [giveday.ucr.edu](https://giveday.ucr.edu/).

Our students’ success is our success! Help us help Highlanders in need with a gift today… UCR’s first-ever standalone Give Day (and National Tartan Day, at that!). 💙💛 #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

Spring cleaning? How about spring giving! Join us for #UCRGiveDay and make a difference for Highlanders in need. Give now at [giveday.ucr.edu](https://giveday.ucr.edu/)!

It’s National Tartan Day! Celebrate Highlander history and start a new tradition with a gift to support our future! Join me in giving to [CAMPUS CAUSE] and, together, we’ll power new possibilities for UCR [STUDENTS/RESEARCH/PROGRAMS]. #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

**[Post event]**

Thank you for helping us make the first-ever UCR Give Day a success! 🎉🎉Our future is brighter because of your support. 💙💛 #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

Thank you for turning California dreams into action with your gift to support Highlanders during the first-ever standalone UCR Give Day! Visit [giveday.ucr.edu](https://giveday.ucr.edu/) to see how your gift, together with others, is making a BIG impact at UCR. 💙💛#UCRGiveDay

**SAMPLE TWITTER POSTS**

**[Pre-event]**

Mark your calendar for April 6, 2023—National Tartan Day and our first-ever #UCRGiveDay! 🐻💪 Learn more at [giveday.ucr.edu](https://giveday.ucr.edu/).

It’s almost here… the first-ever UCR Give Day! Make a gift and make a difference on April 6, 2023 (National Tartan Day!). 💙💛 #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

Let’s transform the future… together! Join me in supporting UCR students, research, and programs on April 6, 2023—the first-ever UCR Give Day! 💙💛 #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

**[Day of]**

Hey, Highlanders! We have 1 day, 9 hours, and 54 minutes (in honor of UC Riverside’s founding year, 1954) to power new possibilities during #UCRGiveDay! 🎉🎉Make your gift now at [giveday.ucr.edu](https://giveday.ucr.edu/)! 🎁

What UCR program is closest to your Highlander heart? 💙💛 Show us with a gift to support #UCRGiveDay! Give now at [giveday.ucr.edu](https://giveday.ucr.edu/).

Our students’ success is our success! 🎉Help us help Highlanders in need with a gift today… it’s the first-ever UCR Give Day (and National Tartan Day, at that!). 💙💛 #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

Spring cleaning? How about spring giving! #UCRGiveDay ends at 9:54 a.m. PST on April 7—give now and help us make a difference for Highlanders in need. [giveday.ucr.edu](https://giveday.ucr.edu/)

It’s National Tartan Day! Celebrate Highlander history and start a new tradition with a gift to support our future! Join me in giving to [CAMPUS CAUSE] and, together, we’ll power new possibilities for UCR [STUDENTS/RESEARCH/PROGRAMS]. #UCRGiveDay [giveday.ucr.edu](https://giveday.ucr.edu/)

**[Post event]**

Thank you for making #UCRGiveDay a success! 🎉🎉Our future is brighter because of your support. 💙💛 See your impact at [giveday.ucr.edu](https://giveday.ucr.edu/).

Thank you for turning California dreams into action by supporting Highlanders on #UCRGiveDay! Visit [giveday.ucr.edu](https://giveday.ucr.edu/) to see how your gift is powering new possibilities at UCR. 💙💛

**TIMELINE CHECKLIST**

MONDAY, MARCH 20, 2023

* Review this checklist
* Set your Give Day calendar reminder for April 6, 2023
* Follow UCR’s social media channels:
  + [Facebook](https://www.facebook.com/UCRiverside/)
  + [Instagram](https://www.instagram.com/ucriversideofficial/)
  + [LinkedIn](https://www.linkedin.com/school/university-of-california-riverside/)
  + [Twitter](https://twitter.com/UCRiverside/)

MONDAY, MARCH 27, 2023

* Announce #UCRGiveDay via email, social media, or in person
* Tag some friends/alumni/faculty/staff in your posts
* Email your personal network (sample emails on p. 8-9)

WEDNESDAY, APRIL 5, 2023

* Update your social media profile pictures and cover photos using the social media headers which will be shared with Give Day participants
* Post about #UCRGiveDay on your social media channels (sample posts on p. 7-8)
* Share the university’s #UCRGiveDay Facebook, LinkedIn, Instagram, and Twitter posts
* Tag some UCR friends in your posts and encourage them to participate

THURSDAY, APRIL 6, 2023

* Make your gift at [giveday.ucr.edu](https://giveday.ucr.edu/)
* Email your personal network with a reminder (sample emails on p. 5-6)
* Post/share on social media throughout the day (sample posts on p. 7-8)
* Share the university’s #UCRGiveDay social media posts
* Tag your friends and encourage them to join you by making a gift today
* If you know someone who has made a gift, thank them for participating and encourage others to follow their lead