

Day of Giving: Ambassador Toolkit



Contact us by phone or email at:
850-412-5755 or
advancement@famuedu.



2022 Day of Giving Brand Ambassador Toolkit

Our 1887 Strikes Brand Ambassadors will play a major role for Florida A&M University (FAMU) as we fundraise for 1,887 minutes. Ambassadors will help promote 1887Strikes.com by sharing official graphics, their favorite FAMU memories and encouraging their friends, families, and co-workers to represent FAMU by using the hashtag #1887strikes on April 21 and 22.

How to make an impact as an “1887 Strikes” Ambassador

1. Sign up to be an ambassador at 1887strikes.com.
2. Make a gift to an area on campus that you are passionate about, beginning at 9 a.m. EST on April 21 until 4:27 p.m. EST on April 22.
3. Share branded “1887 Strikes” content on your personal social media accounts and your custom “1887 Strikes” URL.
4. Encourage your friends to do the same while making a gift to their favorite area on campus, too!

What is 1887 Strikes?

“1887 Strikes” Day of Giving is an 1,887-minute giving campaign devoted to supporting FAMU. The 2nd Annual Day of Giving will begin Thursday, April 21 at 9 a.m., and end at 4:27 p.m., on Friday, April 22.

Hashtags for all platforms:

- #1887Strikes
- #FAMUDOG
- #FAMUDayofGiving
- #1887minutes
- #GivetoFAMU
- #FAMU

Website: www.1887strikes.com

Social Media Post Examples

Let your followers know that for 1,887 minutes on April 21-22, we need every member of the FAMU community to participate in “1887 Strikes” FAMU’s Day of Giving by making a gift of any size to the college/school, department, research initiative, campus activity or program that means the most to them.

These are just suggestions – please put them in your own voice.

- FAMU I love thee! Go to [INSERT YOUR UNIQUE URL* 1887strikes.com and make your gift today! #1887Strikes #FAMUDOG #DonatetoFAMU #FAMUJunebug #FAMUDayofGiving
- I am proud to STRIKE, STRIKE and STRIKE AGAIN for [Insert Area of Passion]! It is FAMU’s Day of Giving 2021, find out more at [INSERT YOUR UNIQUE URL* or 1887strikes.com]! #RattlerNation
- SOS! It is FAMU’s Day of Giving, join me by supporting student scholarships. Go to [INSERT YOUR UNIQUE URL* or 1887strikes.com]! #FAMUilovethee #FAMUDOG #1887strikes
- When the dark clouds gather, you must always remember that the Rattlers will STRIKE AGAIN! Go to [INSERT YOUR UNIQUE URL* or 1887strikes.com] to show your support today! #DonatetoFAMU #FAMUDOG #1887Strikes
- It feels good to be able to give back to FAMU! Did you know your gift today will help hundreds of students to graduate on time? Give today and go to [INSERT YOUR UNIQUE URL* or 1887strikes.com]! #FAMUDayofGiving

**Your custom Day of Giving URL will be sent to your email after you sign up and must be reviewed by the FAMU Foundation staff by NEW DATE. Click your URL to be sure it is submitted for review for your site to be LIVE.

How to make your gift: Visit www.1887strikes.com to make a gift online or you may contact us by phone at 850-412-5755, or by email at advancement@famuedu.

You may also mail your donation to:

FAMU Foundation
625 E. Tennessee Street, Suite 100
Tallahassee, FL 32308

All checks must be received by April 22, 2022

Social Media Assets

Profile Pic



Twitter Banner



Facebook Cover Photo



Frequently Asked Questions

What is an 1887Strikes Brand Ambassador?

“1887Strikes” brand ambassadors will help build excitement and spread the word about FAMU’s Day of Giving. Ambassadors will also help make an impact for 1,887 minutes, starting April 21-22, by posting branded content on their social media channels and encouraging their personal networks to Strike Again for FAMU by making a gift to the area on campus they are most passionate about. The top 10 ambassadors to raise the most money will receive a special gift.

What kind of resources will brand ambassadors have?

All ambassadors will receive a digital toolkit, text to give code and a custom giving link to post on social media. -Top Ambassadors will receive an exclusive swag bag. Sample posts, downloadable graphics and talking points are all available in the social media ambassador toolkit for day-of use.

What is “1887 Strikes” Day of Giving?

FAMU’s “1887 Strikes” Day of Giving is an annual fundraising campaign that allows alumni, students, faculty, staff, parents and families, and friends to come together to support FAMU for 1,887 minutes.

What does a gift* support?

Everything! Gifts can be directed to a college/school, department, research initiative, campus activity or FAMU program that means the most to the donor, or it can be applied to an area of greatest need. What matters most is that every Rattler gives and becomes part of the “great things happening every day” at FAMU and to our Rattlers around the world.

*The minimum gift to be counted for FAMU Day of giving is \$1.

What is the goal?

Starting at 9 a.m. EST on April 21, we want the FAMUly and friends of FAMU to support the University with 1,500 new donors.

How do I win a special gift?

The top 10 ambassadors who raises the most money using their custom Giving Day URL will receive a special gift. Only ambassadors who use their custom Giving Day URL will qualify. Winners will be announced on FAMU’s social media accounts on NEW DATE and will be sent an email from the FAMU University Advancement.

Can students become ambassadors and how do I apply for scholarship money raised?

Yes! Students can raise money for their favorite department on campus or raise money for the Student led Rattler Relief Fund, there are several donors who will be matching students’ gifts, including President Larry Robinson.

Students may apply for scholarships right now at famuscholarships.com for the 2022-2023 school year until **April 16**.

Where does my gift go?

One hundred percent of your gift goes directly where you choose for it to go: your college, school, or department; your favorite program; to a scholarship; Athletics or to FAMU NAA—whatever matters most to you.

Is my gift tax-deductible?

Yes

How can I make sure my gift counts during 1887 Strikes Day of Giving?

Give now until April 22 at 4:27 p.m.

Opportunities to support on Day of Giving:

- FAMU Cares: It provides financial relief for students in the areas of housing, food insecurity and technology.
- FAMU National Alumni Association Save Our Students Fund (NAA SOS): The NAA SOS Fund was established to provide retention scholarships for graduating students in need of financial support to make it across the finish line.
- Support the initiatives/priorities of our colleges and schools.
- Rattler Athletic Fund: This fund provides the financial resources that makes the athletic mission possible through scholarships, academic services, facilities, operational support and by hiring championship caliber coaches.

View full list at 1887strikes.com

Besides giving, how can I help 1887 Strikes be the best giving day ever?

Let everyone know! Tell your friends, family, and networks that you've made a gift and encourage them to give. Post on Facebook, Twitter or Instagram using the hashtag #1887Strikes. Send an email. Make a call.

Follow us @fam_u_1887 and @famualumni1887 for live updates.

Thank you for helping us get the word out! You can make an enormous difference in the success of FAMU's annual Day of Giving.

Tips to Fundraise for Outreach and Common Objections

We need the support of students, faculty, alumni, and supporters of FAMU so that we can continue to fund the programs that move FAMU forward forever.

Encourage participation.

FAMU needs the continuous support of all alumnae to help reach our goal. Remind your fellow alumni and friends that "We're all in this together." Even a small gift can make a big impact.

- **"I already gave."** First, thank those who have already contributed to FAMU. Then, encourage them to consider a second "special gift" to be a part of Day of Giving.
- **"I cannot give due to the financial impact of the Coronavirus."** Be sensitive and supportive. Let others know there are other ways to celebrate their FAMU connections on Day of Giving.

- **“I cannot afford to give because of (graduate school, new baby, retirement, new house).”**

New donor, alumni and student participation is critical to FAMU’s rankings and continued success. It also increases the value of your degree and commitment to the college of love and charity. Your gift, no matter the amount, is extremely important. (Consider asking for a gift in the amount of FAMU’s founding year. Ex 1887: \$18.87 or \$188.70 or \$1,887)