

GOUCHER CHALLENGE

[BY THE DECADES]

How to Become an Ambassador for the Goucher Giving Day!

Make an impact by encouraging your classmates, family, and friends to support Goucher on GiveCampus on this special day of giving!

It's easy. [Watch this video](#) to follow these steps outlined below!

✓ Create an Account (or if you already have one, log in)

- ▶ We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to GiveCampus.
- ▶ Head to givecampus.com and click 'Log In' at the top of the page.
- ▶ Create an account from there!

★ Consider Your Own Gift

- ▶ Lead by example and make your own gift early. It's much easier to ask your friends and family to **join you** in making a gift when you've already done it yourself!
- ▶ We will open the giving page one week early to all ambassadors to help get the challenge started

💛 Offer a Match (or Challenge)

- ▶ Leverage your gift and encourage others to give via a match or challenge.
- ▶ Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes

✉ Share, Share, Share

- ▶ The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- ▶ Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!
- ▶ See the additional attachments that include sample language for social media, email and texting outreach to your fellow Goucher proud family and friends!

👤 Tell Your Story

- ▶ Create a Personal Plea and post it to the campaign page!
- ▶ Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!