

# Goucher Challenge Samples Galore!

## *Social Posts, Emails and Text Message Examples*

### **Before We Begin, Remember...**

- ▶ Always include the #HASHTAG alongside your posts. The recommended hashtags for our Goucher Challenge include: #GoucherChallenge #GoucherProud
- ▶ Posts with images, videos, emoji and other multimedia typically attract more attention than text-only. Have fun! 🎉👏
- ▶ Feel free to add other hashtags (i.e. #philanthropymatters #givingday #GoucherCollege #givinggophers #gouchergophers #decadeschallenge #classof (insert class year: example: #classof2020))
- ▶ Share your link via the sharing buttons on the campaign page!
- ▶ If you choose to create a Match or a Challenge, be sure to share and promote it throughout the day.

### **For Social Media Posts Share these on your page or with a picture, a provided logo or a video showing you're Goucher Proud!:**

- ▶ I'm supporting my decade (you can change "my decade" to "the 90s") by participating in the Goucher Challenge because [Goucher changed my life, or share your favorite school memory or takeaway] #GoucherChallenge
- ▶ #GoucherProud (use any additional hashtags provided in bullet point 3 above)
- ▶ As a (faculty or staff) member at Goucher I am #Goucherproud to see all the support for our students today. Join me in supporting our current and future gophers and participate in the challenge today!
- ▶ My favorite thing about Goucher is [insert favorite thing about Goucher here] and that's why I'm supporting the #GoucherChallenge today!
- ▶ When I was a student at Goucher College, I [insert favorite memory here]. That's why I'm taking part in the Goucher Challenge, this year by the decades! You can too: [www.goucher.edu/goucherchallenge](http://www.goucher.edu/goucherchallenge) #GoucherChallenge #GoucherProud (use any additional hashtags provided in bullet point 3 above)
- ▶ The Goucher Challenge kicks off tomorrow! Our whole community is gathering and giving back to empower our students and invest in the leaders of tomorrow. I'm supporting the

decade (you can change “my decade” to “the 90s”) in the challenge today to help reach 100 donors! #GoucherChallenge #GoucherProud (use any additional hashtags provided in bullet point 3 above)

- ▶ I might be [x] miles from Goucher College, but it’s never far from my ❤️! Join me in giving back today [www.goucher.edu/goucherchallenge](http://www.goucher.edu/goucherchallenge)
- ▶ Current Goucher College Gophers!, The alumni community has your back. You got this. 😊 #GoucherChallenge #GoucherProud (use any additional hashtags provided in bullet point 3 above)
- ▶ When I was a student, I know my experience at Goucher was made possible by alumni who came before me. That’s why I’m paying it forward by making a gift and contributing to future student success!

## Emails and texts:

### ▶ Email Template 1:

▶ Hi [NAME],

Goucher is getting ready for the Goucher Challenge giving day, which is coming up on April 21, 2022. Support our decade and show our school pride! If the [insert decade here] can get 100 donors, a lead gift will be unlocked for the college! Will you help us get started with an early gift? Let’s show the next generation of Gophers how much we care about them. Join me and make your gift now -- gifts of any size help!

[www.goucher.edu/goucherchallenge](http://www.goucher.edu/goucherchallenge)

Thank you, and go Gophers!

[YOUR NAME]

### ▶ Email Template 2:

▶ Hi [NAME],

The world needs Goucher graduates now more than ever. That’s why we’re gathering support

for the Goucher Challenge on April 21, 2022. I love giving back to Goucher because [REASON/in honor of X]. If you’re able to join me in making a gift of any size, your support allows us to be nimble and resilient as it meets the evolving needs of the College community. Alumni support is more crucial now than ever, so I hope you’ll join me in making a gift.

[www.goucher.edu/goucherchallenge](http://www.goucher.edu/goucherchallenge)

Thank you, and go Gophers!

[YOUR NAME]

▶ **Text Template:**

▶ I just made a gift as a part of the Goucher Challenge! Join me in making a gift to help our decade reach 100 donors: [www.goucher.edu/goucherchallenge](http://www.goucher.edu/goucherchallenge) #goucherproud