

# WHAT TO DO ON GIVING DAY, APRIL 3

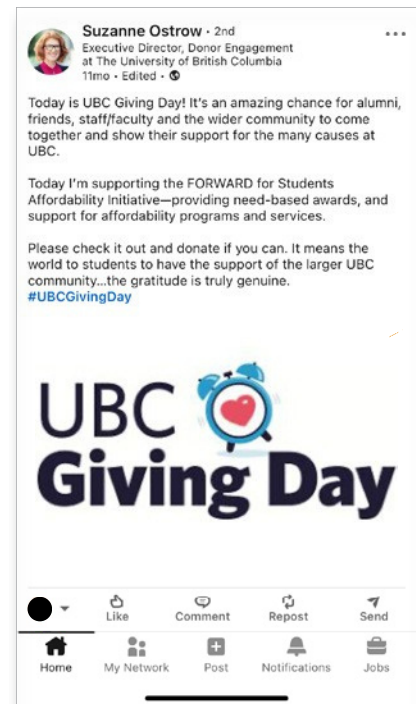


INSPIRE + MOTIVATE PEOPLE TO GIVE!

To help get you started, here are some examples you could use.

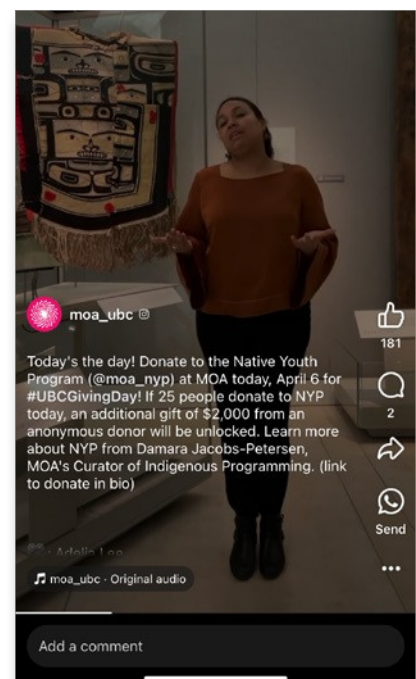
Tell people that today is the day to act:

- ✓ What matters to you on UBC Giving Day? Visit [givingday.ubc.ca](https://givingday.ubc.ca) to support different communities and see what we accomplish together in 24 hours! [givingday.ubc.ca](https://givingday.ubc.ca) #UBCGivingDay
- ✓ It's UBC Giving Day! Build momentum and multiply your impact with the power of many. Support [\[CauseName\]](#) by making a gift before midnight. [givingday.ubc.ca](https://givingday.ubc.ca) #UBCGivingDay
- ✓ Want to support your community on UBC Giving Day? Give what you can today! Support [\[CauseName\]](#) and challenge others to do the same! [givingday.ubc.ca](https://givingday.ubc.ca) #UBCGivingDay



## Unlock Challenges and Matches

- ✓ Can you help? Your gift could be the one to unlock extra money for [\[CauseName\]](#) today! If we reach [\[ChallengeCriteria\]](#), [\[ChallengeDonorName\]](#) will give an additional \$[\[ChallengeAmount\]](#). Give now at [givingday.ubc.ca](https://givingday.ubc.ca) #UBCGivingDay
- ✓ Double your money! Support [\[CauseName\]](#) at [givingday.ubc.ca](https://givingday.ubc.ca) TODAY and every dollar = two until we reach our goal of [\[Match\\$Limit\]](#). [givingday.ubc.ca](https://givingday.ubc.ca) #UBCGivingDay



# Challenges + Matches unlocked

Once challenges have been unlocked by donors and additional funds raised, thank them and keep the momentum going!

- ✓ We did it! You helped us reach our challenge goal on UBC Giving Day and unlocked an additional \$[ChallengeAmount] for [CauseName] thanks to [DonorName].
- ✓ [ChallengeName] unlocked! Our generous donors just helped to unlock an additional \$[ChallengeAmount] for [CauseName]. Thank you everyone who donated! Let's keep it going at [givingday.ubc.ca](http://givingday.ubc.ca) #UBCGivingDay



**Copy & paste this email template for your network on Giving Day**

*p.s don't forget to personalize this before hitting send*



Whitney 14 B I U S

**To:**

**Subject:** UBC Giving Day starts NOW!

**From:**

Dear [Name],

It's [UBC Giving Day](http://givingday.ubc.ca)-a full 24 hours to support causes that will shape a better world.

We have strength in numbers at UBC, and you could be among thousands of students, alumni, faculty, staff and donors to help make UBC Giving Day a success.

Visit [givingday.ubc.ca](http://givingday.ubc.ca) and donate to the cause (or causes) that matter most to you. There are over 85 to choose from across UBC Vancouver and UBC Okanagan campuses.

[if you are promoting a specific cause-add what it is, why does it matter to you and why should others give too?]

[if your cause has a challenge, link to it and let your network know that their gift today could unlock extra money for your cause]

Together, our voices are stronger, and our impact greater. Encourage your friends and family to join us by using the hashtag **#UBCGivingDay**.

We only have until midnight tonight, but in 24 hours, we can accomplish something BIG!

Thank you!