

UBC 
Giving Day
APRIL 4, 2024



UBC GIVING DAY 2024

CHAMPION TOOLKIT

givingday.ubc.ca | [#UBCGivingDay](https://twitter.com/UBCGivingDay)

FORWARD 



THANK YOU FOR BEING A UBC GIVING DAY CHAMPION!

So happy you're here! Your support will bring people together for 24 hours to help raise funds for causes that people care about most. Let's inspire the power of giving across our Vancouver and Okanagan campuses and beyond.

Jump to each section by clicking the links below.

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#UBCGivingDay
GIVINGDAY.UBC.CA

WHAT IS UBC GIVING DAY?

UBC Giving Day is about **celebrating generosity** and the **power of philanthropy**.

The **24-hour fundraising event** encourages the community to get involved and give together, while raising awareness of causes that can change the world for the better.

At UBC, Giving Day means supporting students and helping to create healthier, thriving societies and a better world for all.

Almost all of the **participation happens online**. People share messages to amplify their favourite cause(s), inspire others to participate and GIVE.

Challenges and matching gifts throughout UBC Giving Day help **build anticipation** and **motivate people to give** in order to unlock matching gifts or additional funding for their cause(s).

Anyone can watch the UBC Giving Day total **update in real-time** on the UBC Giving Day website: givingday.ubc.ca. The website is your source for challenge updates, donor lists and the latest information.

WHAT DO WE MEAN BY...?

CAUSE

A project or aim that people are supporting to create change. There are more than 70 causes to choose from this year.

CHALLENGES + MATCHES

A special call-out for donations that can secure extra funds for causes. When a challenge or match is unlocked, the additional funds are released, increasing the total amount of funding for that cause and amplifying the donor's gift.

CHAMPION

An individual, like you, with a special connection to UBC. They are motivated to help their favourite cause be successful on UBC Giving Day. Champions promote UBC Giving Day to their friends, family, coworkers and broader network, using the tools provided in this toolkit.





#UBCGivingDay
GIVINGDAY.UBC.CA

2024 EVENT DETAILS

WHAT? 24 hours to move the world forward. Choose from over 70 causes, with exciting matches and challenges happening throughout the day.

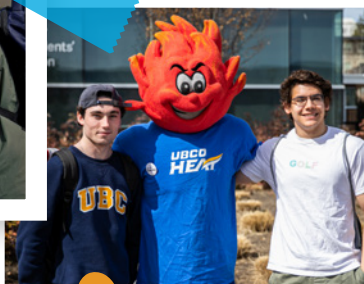
WHEN? Thursday, April 4th

WHERE? Online at givingday.ubc.ca

In-person celebration from 11am to 1pm at UBC Vancouver (Lee Square outside of the UBC Bookstore) and UBC Okanagan (University Way between Fipke and UNC)

WHY? You can create positive change in an uneasy world. Let's show the world what we can accomplish together!

HOW? Give what you can. Amplify your cause. Share on social media using #UBCGivingDay to encourage others to give.



UBC Giving Day
APRIL 4, 2024



24 hours to move
the world forward.

HOW CAN I HELP?


#UBCGivingDay
GIVINGDAY.UBC.CA

Champions like you are passionate about showing the world what we can do when we give together!

You make UBC Giving Day **visible in the broader community**. Every interaction you have, online and off, helps spread the word and raise awareness of UBC Giving Day.

Spread the word on social media, over the phone, or by text or email – whatever method is most comfortable to you.


Every **share or repost of #UBCGivingDay** means you're reaching more people to promote the day and the causes.

The more people who **hear your message** or see a post, the greater the chance they'll be inspired to get involved, share the info and donate.



CHAMPIONS HAVE THE POWER TO INFLUENCE
MEANINGFUL CHANGE FOR THE UBC CAUSE THAT
MATTERS MOST TO YOU.

CHAMPION TIMELINE


#UBCGivingDay
GIVINGDAY.UBC.CA

TODAY

Join us! [Sign up to be a Champion](#). Follow UBC and/or your favourite faculty across social media platforms to stay informed about UBC Giving Day.



MARCH 12

Learn more! Attend the online Champion Training session to understand your role as a Champion and how we can support you. Email annual.giving@ubc.ca to register.



BEFORE UBC GIVING DAY

Spread the word! Ask people you know personally to donate, post on your social media channels and consider creating a short promo video or Instagram post or story.



UBC GIVING DAY, APRIL 4

Act fast! Donate online and share #UBCGivingDay with your network. Track the day's progress, find cause and challenge information, view totals and donor lists at givingday.ubc.ca.



AFTER UBC GIVING DAY

Celebrate! Share the results with your network and thank everyone who joined you in supporting UBC Giving Day.

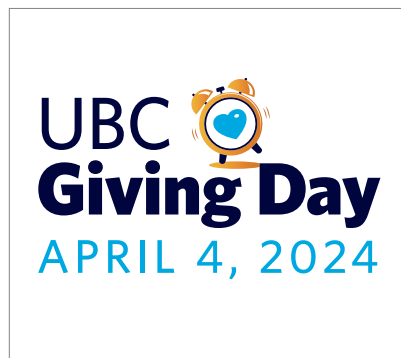


IMAGES + TEMPLATES

Social media messaging can be tailored to the platform of your choice. Here are some suggestions to get started.

Use UBC Giving Day [Instagram](#), [Facebook](#) and [Email Signature](#) Canva templates.*

UBC Giving Day logos and photos, linked below. Be creative and have fun!



LOGOS



PHOTOS

*You will need to create a free Canva account in order to access these templates



TOGETHER WE CAN FIND SOLUTIONS,
MAKE DISCOVERIES AND CHANGE OUR SOCIETY
FOR THE BETTER.

LET'S GET SOCIAL!

Engaging Your Audience

Here are some ways to tap into social media and connect with your followers!

General Tips

- ✓ [Follow these instructions](#) to add your favourite Giving Day cause to your Instagram bio, so people can donate in just a few clicks.
- ✓ Use the hashtag [#UBCGivingDay](#), an easy way for people to find out about the day.
- ✓ Use emojis to make your message or favourite cause visually interesting.
- ✓ Engage your community by tagging them in your posts and stories.
- ✓ Give live updates at important moments – for e.g, when challenges or matches are unlocked.
- ✓ Set a countdown leading up to UBC Giving Day on Instagram Stories.

Photos

Need some photos on the go? [Download these images](#) from UBC.

At the in-person event? Snap some photos of your friends having fun.

Including text with your photo? Make sure the text is clear and visible against the image background.



BEFORE UBC GIVING DAY

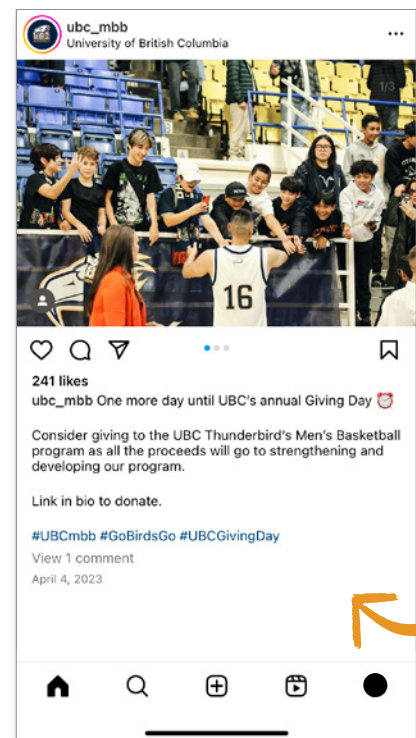


GET PEOPLE THINKING ABOUT GIVING!

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

Tell people UBC Giving Day is happening, and if you're supporting a specific cause, let them know:

- ✓ We only need 24 hours to move the world forward! On UBC Giving Day, April 4, give what you can towards the causes you believe in most! givingday.ubc.ca #UBCGivingDay
- ✓ Your dollars could be worth more than you think! Help unlock even more money for your favourite cause(s) on UBC Giving Day. Check it out at givingday.ubc.ca #UBCGivingDay
- ✓ Change the future today (for the better)! Support <<CauseName>> on UBC Giving Day, Thursday, April 4. Make your dollars go farther, your voice louder, your impact greater! givingday.ubc.ca #UBCGivingDay

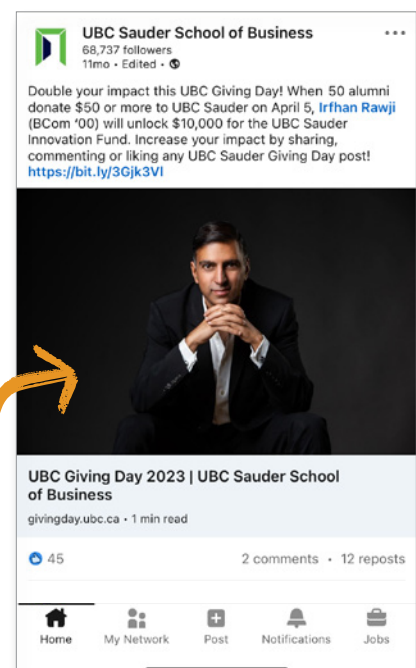


Or make it your own!

Unlock Challenges and Matches

If you're supporting a specific cause/project that will have a special challenge, let people know their giving could unlock additional funding and earn extra money for their cause:

- ✓ Make a gift on UBC Giving Day, April 4 and unlock extra money for <<CauseName>>. If we reach <<FundCriteria>>, <<DonorName>> will give an additional \$<<ChallengeAmount>>! givingday.ubc.ca #UBCGivingDay
- ✓ Turbocharge your gift! When you support <<ProjectName>> at givingday.ubc.ca on April 4, your gift will be matched. Every gift will be matched until we hit <<Match\$Limit>>. #UBCGivingDay



A template to email your network before UBC Giving Day:



Whitney 14 B I U S

To:

Subject: Celebrate your cause on UBC Giving Day, April 4!

From:

Dear <<Name>>,

Do you know the fourth annual [UBC Giving Day](#) is Thursday, April 4?

UBC Giving Day is a special 24-hour celebration of giving that brings students, alumni, faculty, staff and donors together to make our voices heard. Last year, thousands of donors helped open doors, boost potential and create new opportunities for our community. This year, join us on UBC Giving Day and let's do even more!

Choose from over [70 causes](#) across our Vancouver and Okanagan campuses. There's a cause for everyone to help advance healthy lives, create solutions for the planet and shape thriving societies.

<<If you are promoting a specific cause: name it and explain why it matters to you.>>

Inspire others to join you on April 4 and you could unlock special challenges and matches to earn extra money for your cause.

<<If your cause has a special challenge, add: It's like turbocharging your giving! When you support <<CauseName>>, your gift could be amplified.>>

Go to givingday.ubc.ca, give what you can and encourage your friends and family to do the same using the hashtag #UBCGivingDay.

On April 4, your dollars go further, your voice is louder, your impact is greater. Together, let's support UBC students and move the world FORWARD!

Thank you,
<<YourName>>

ON UBC GIVING DAY, APRIL 4

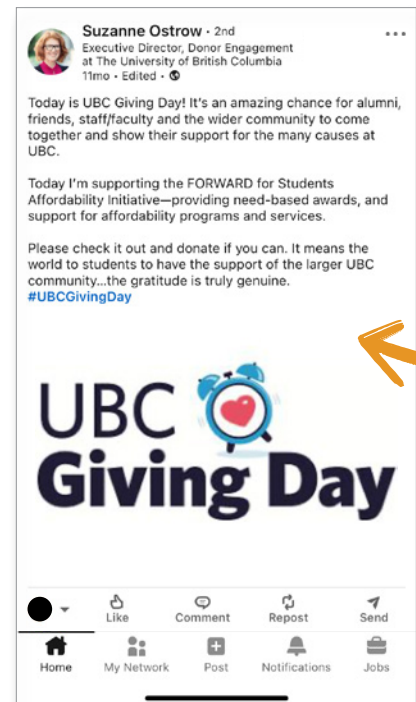


INSPIRE + MOTIVATE PEOPLE TO GIVE!

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

Let people know UBC Giving Day is happening NOW, and if you're supporting a specific cause/project, let them know why and how to give:

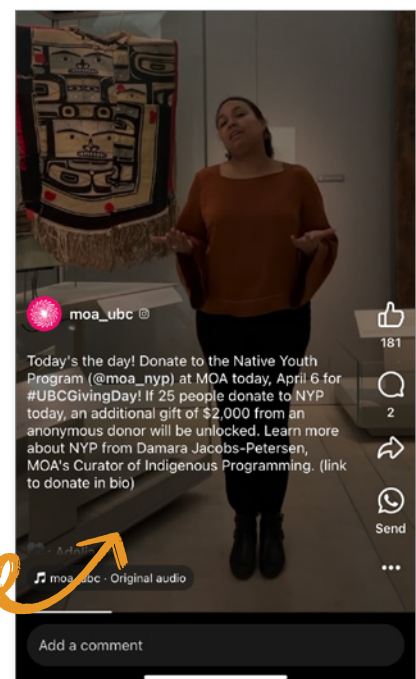
- ✓ What matters to you on UBC Giving Day? Visit givingday.ubc.ca to support students and see what we accomplish together in 24 hours! [#UBCGivingDay](https://twitter.com/UBCGivingDay)
- ✓ It's UBC Giving Day! Turbocharge your dollars with the power of many. Support <<CauseName>> by making a gift before midnight. givingday.ubc.ca [#UBCGivingDay](https://twitter.com/UBCGivingDay)
- ✓ Want to support students on UBC Giving Day? Give what you can today! Amplify <<CauseName>> + challenge others to do the same! [#UBCGivingDay](https://twitter.com/UBCGivingDay)



Unlock Challenges and Matches

Challenge Unlocked! Say thank you:

- ✓ 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 [#UBCGivingDay](https://twitter.com/UBCGivingDay)
- ✓ Double your money! Support <<CauseName>> at givingday.ubc.ca TODAY and every dollar = two until we reach our goal of <<Match\$Limit>>. [#UBCGivingDay](https://twitter.com/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 #UBCGivingDay



A template to email your network before UBC Giving Day:

Whitney 14 B I U S

To:

Subject: UBC Giving Day starts NOW!

From:

- It's [UBC Giving Day](https://givingday.ubc.ca) - a full 24 hours to support causes that will shape a better world.
- We have strength in numbers at UBC! Be among thousands of students, alumni, faculty, staff and donors to help make UBC Giving Day a success.
- Visit givingday.ubc.ca and donate to the cause (or causes) that matter most to you. There's over 70 to choose from across both UBCV and UBCO campuses.
- If you are promoting a specific cause - what is it, why does it matter to you and why should others give too?
- If your cause has a special challenge, link to it - let them know their gift today can unlock extra money for their cause and amplify their gift.
- Encourage your friends and family to do the same using the hashtag #UBCGivingDay. Together, our voices are stronger, and our impact is greater.
- We only have until midnight tonight, but in 24 hours, we can accomplish something BIG!
- Thank you!

AFTER UBC GIVING DAY

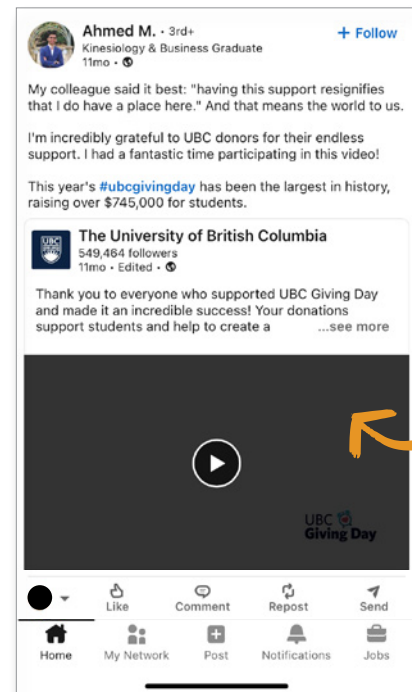


LET'S CELEBRATE TOGETHER WITH GRATITUDE!

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

Thank people for their generosity and encourage anyone who missed UBC Giving Day that they can still give:

- ✓ You did it! Thank you, UBC Giving Day supporters. Because of you, we're moving the world forward. givingday.ubc.ca
- ✓ Missed UBC Giving Day yesterday?! You still have time to give to the causes that matter most to you at givingday.ubc.ca [variation: You can still give to <<CauseName>> or any other cause that matters to you. We appreciate your support! givingday.ubc.ca
- ✓ A HUGE thank you to everyone who supported <<CauseName>> on UBC Giving Day! Your gift helped unlock <<TotalAmount>> in challenges. givingday.ubc.ca



Send a Thank You Email

Here are a few points you can follow in writing a message of gratitude to your network.

- ✓ Subject: THANK YOU for being a part of UBC Giving Day!
- ✓ Thank you for helping to make the fourth annual UBC Giving Day an incredible success.
- ✓ Together, students, alumni, faculty, staff, and donors, raised \$<<TotalAmount (based on website)>> in just 24 hours!
- ✓ If you're thanking them for a specific project/cause, add: I'm excited to announced that <<CauseName>> raised \$<<TotalCauseNameAmount>>! We're so grateful for your support.
- ✓ If they gave to a specific challenge, add: Your gift helped unlock <<TotalAmount>> in challenges, making an even bigger impact.
- ✓ View the amazing results of all the great causes featured for UBC Giving Day at givingday.ubc.ca.
- ✓ Thank you again for inspiring change and helping to shape a better world for all!

INSTAGRAM TIPS

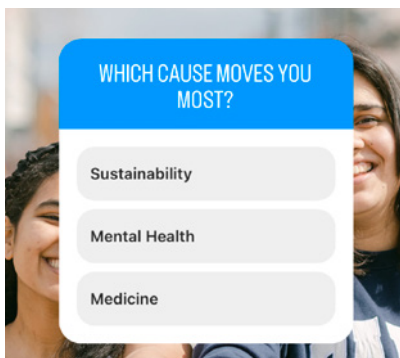
Creating Instagram Stories

Instagram Stories allow you to connect with your followers and get live feedback. Leverage Instagram's features below and come up with some fun, interactive posts.

Features

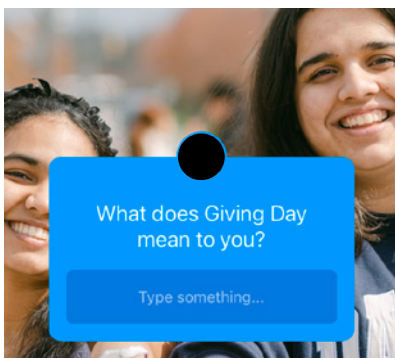
- ✓ Ask questions on polls for your followers to vote on
- ✓ Post a question and respond to what your followers have to say
- ✓ Set a countdown leading up to UBC Giving Day to generate excitement

Examples



CAPTION:
UBC Giving Day is coming up on April 4! Which cause moves you most? #UBCGivingDay

FEATURE:
[Create a poll](#) with options like "Sustainability", "Mental Health" and "Medicine"



CAPTION:
UBC Giving Day is April 4! Share why you think it's important to give! #UBCGivingDay

FEATURE:
[Ask a question](#) and respond to what your followers say.



CAPTION:
Mark your calendars! UBC Giving Day is April 4. Get ready to give back and create a better world!

FEATURE:
[Set a countdown](#) for April 4, 2024.

RECORDING TIPS

Recording Videos

Videos are a fun way to connect directly with your audience before or during Giving Day to generate interest and excitement. In 60 seconds or less, inspire your viewers to act now!

Content:

- ✓ Introduce yourself and your connection to UBC.
- ✓ Tell the viewer why you're passionate about UBC and the Giving Day cause that matters to you – and why they should be too.
- ✓ Ask the viewer to give and spread the news about Giving Day.

Technical:

- ✓ Choose a quiet location with well-balanced light.
- ✓ Keep your device close for good sound quality, but far enough away that you are the focus. If you're posting on social media, consider using portrait mode.
- ✓ Avoid wearing super bright colours that will wash you out on camera.





FORWARD 



THANK YOU
FOR SUPPORTING
UBC GIVING DAY 2024!

Questions about this toolkit or UBC Giving Day?

Please contact Annual Giving:
annual.giving@ubc.ca | (604) 827-4111