



# Marketing and Social Media Toolkit

[Loyola.edu/GreyhoundsGive](https://Loyola.edu/GreyhoundsGive)



**LOYOLA**  
UNIVERSITY MARYLAND

#GREYHOUNDSGIVE

# Table of Contents

Goal	3
Things to Know	4
Give Campus	5-6
Giving Opportunities	7
Messaging	8-10
Calls to Action	11
Images	12-15
Sample Tweets	16-17
Sample Posts	18-19
Sample Emails	20-21
Day Of Info	22
Links	23

# Goal



## What we're doing and why.

On Thursday, April 4, Loyola will host its fifth annual Greyhounds Give day of giving challenge. Greyhounds Give builds awareness and support for the critical role that philanthropy plays to carry out Loyola's mission. By making a gift, all Greyhounds help make a Loyola education possible and accessible to more and more students.

## What is the goal?

A successful giving day this year would see our Loyola community give \$250,000 or more in 24 hours.

# Things to Know

**Giving Website:** [Loyola.edu/give](https://Loyola.edu/give) (will redirect to our live campaign on 4/3/19)

**Online Resources:** [Loyola.edu/GreyhoundsGive](https://Loyola.edu/GreyhoundsGive) (will redirect to live campaign on 4/3/19)

**Hashtag:** #GreyhoundsGive

**Facebook:** /LoyolaMarylandAlumni, /LoyolaMaryland

**Twitter:** @LoyolaMDAlumni, @LoyolaMaryland

**Instagram:** @LoyolaMDAlumni, @LoyolaMaryland

## Contacts:

- Liz Hertneck Stier, director of annual giving, [ehertneck@loyola.edu](mailto:ehertneck@loyola.edu) (general questions and logistics)
- Colleen Riopko, director of alumni engagement, [cmriopko@loyola.edu](mailto:cmriopko@loyola.edu) (general questions)
- Joey Dwyer, assistant director of annual giving, [jpdwyer@loyola.edu](mailto:jpdwyer@loyola.edu) (Give Campus advocates)
- Charlie Hiebler, associate director of alumni engagement, [chiebler@loyola.edu](mailto:chiebler@loyola.edu) (faculty & staff advocates)
- Elizabeth Rigsbee, assistant director of annual giving, [efrigsbee@loyola.edu](mailto:efrigsbee@loyola.edu) (student giving)
- Matt Kudler, director of advancement communications, [mdkudler1@Loyola.edu](mailto:mdkudler1@Loyola.edu) (branding and messaging)
- Brian Schultz, director of athletics development, [bmschultz@loyola.edu](mailto:bmschultz@loyola.edu) (Athletics Giving Challenge)

# Give Campus



Loyola will be housing the Greyhounds Give giving day challenge on the Give Campus platform. Give Campus is a digital fundraising and volunteer management platform for schools that makes it easy for donors to give, create personal challenges, share content, and more.

Loyola will host an online training for Greyhounds Give volunteers and class fund managers on March 28 from 1:20-1:50 p.m. ET.

Please note that Loyola's normal giving link ([Loyola.edu/give](https://Loyola.edu/give)) and the Greyhounds Give landing page ([Loyola.edu/GreyhoundsGive](https://Loyola.edu/GreyhoundsGive)) will automatically redirect to the Give Campus campaign for Greyhounds Give the day before on 4/3/19.

## Helpful Give Campus Links:

- [GiveCampus.com](https://GiveCampus.com)
- [Give Campus FAQ](#)
- [Loyola's Give Campus homepage](#)
- [Greyhounds Give 2019 campaign link](#)
- [March 28 volunteer training \(recording\)](#)

# Give Campus (Advocates)

+1  
4.4.19  
#GREYHOUNSGIVE

Greyhounds Give volunteers are encouraged to become Advocates by signing into Give Campus. An Advocate is someone who supports a campaign by spreading the word and encouraging others to join in. There are three ways to become an Advocate:

Log on to [www.givecampus.com](http://www.givecampus.com) and click 'sign up'

1. Share the campaign messages and links on social media and email to see exactly how many clicks, gifts, and dollars your sharing is generating.
2. Motivate others to give by creating your own unique matching donation or challenge (On the campaign page, click on "Offer a Matching Gift" or "Offer a Challenge" on the sidebar below the video)
3. Create a 'personal plea' video within in Give Campus to share why you're supporting this campaign and why they should, too.

The image shows two screenshots from the Give Campus website. The left screenshot is the 'Sign up' page, which has a blue header with the text 'Sign up'. Below the header is a blue button that says 'Log in with Facebook'. Underneath that button is a small line of text: 'We'll never post to Facebook without your permission.' Below this is a horizontal line with the text 'Or sign up with email'. Underneath this line are several input fields: 'Name', 'Email', 'Password', 'College' (with a dropdown arrow), 'Grad School' (with a dropdown arrow), and 'Primary/Secondary School' (with a dropdown arrow). At the bottom of the form is a large teal button that says 'Sign up'. Below the button is a link that says 'Already have an account? Log in'. The right screenshot shows a list of advocates. At the top, there are three tabs: 'ABOUT (10)', 'DONORS (1,686)', and 'ADVOCATES (92)'. The 'ADVOCATES (92)' tab is selected. Below the tabs is a list of five advocates, each with a profile picture, a name, and a description of their contribution. The advocates are: Gregory Arts '81 and Cindy Archambault (matched 150 gifts for a total of \$15,000), Barbara Witkiewicz, Arts '63 (matched 150 gifts for a total of \$15,000), Anonymous (matched 150 gifts for a total of \$15,000), Lauren Hill (generated 256 clicks and 12 gifts, totaling \$5,060), and Angela Bartosik (matched 41 gifts for a total of \$5,000 and generated 28 clicks).

Learn more about [becoming an Advocate on Give Campus](#).

# Giving opportunities



Donors have the opportunity to support a variety of giving initiatives on Greyhounds Give:

- **Evergreen Annual Fund** - Loyola's greatest financial challenge is funding need-based financial aid for deserving students. 100% of the Evergreen Annual Fund helps meet this challenge head on. With 85% of Loyola students receiving some form of financial aid—and most of that assistance provided by Loyola—support of the Evergreen Annual Fund is critical.
- **Greyhounds Athletics Fund\*** - Gifts made to the Greyhounds Athletics Fund support the well-being of more than 400 Loyola Greyhound student-athletes. These gifts provide the athletic department's administration the opportunity to invest in the areas of greatest need among all of its priorities.
- **Other** – Gifts may be also designated to enhance all aspects of the Loyola experience, including academic programs, capital projects, student services, specific endowed scholarships, or clubs. Donors can write in which area of support they'd like to make a gift in honor of or make a contribution to an endowed fund.

*\*The Loyola Athletics Giving Challenge will kickoff on Greyhound Give (4/4/19) and run for a week through 4/11. The Athletics Giving Challenge is a philanthropy-based competition between the members, families, friends, and alumni of all 18 Greyhound NCAA Division 1 teams to build their overall support and alumni giving participation. Athletics Challenge donors can give to support a specific team, the Greyhounds Athletics Fund, or any area of the University that matters to the donor. It all counts in the Athletics Challenge, but donations to individual sports are greatly encouraged and will help specific team(s) win the challenges for most dollars raised and most donors to their program. Gifts made to the Athletics Challenge on April 4 will count toward to overall goal of Greyhounds Give.*

# Messaging (Make a Gift)

The following message templates can be shared widely to promote Greyhounds Give. Each message is tagged with a giving argument *(in parentheses)* that aligns with a suggested image to use when sharing on social media. See pgs. 12-15 for images.

*These templates are examples of Loyola's messaging tone. They can be shared as-is or used as guides for crafting your own posts.*

- Thursday, April 4 is Loyola's 5th annual day of giving challenge. We need the Loyola community to raise \$250K or more on #GreyhoundsGive. Can we count you in?  
*(Make a Gift)*
- Make a gift to Loyola on April 4 and help make the Loyola experience possible – and accessible – for all deserving Greyhounds. *(Make a Gift)*
- April 4 is the day that our Loyola community supports the annual Greyhounds Give giving day challenge! Make a gift—of any size—and see how much of an impact you can have. Your support helps makes the Loyola experience possible and accessible for more and more students. *(Make a Gift)*



# Messaging (Reasons to Give)



- Loyola University Maryland wholeheartedly embraces its mission to serve and educate each and every deserving student. Your support on #GreyhoundsGive can guarantee that talented students of all backgrounds benefit from the same transformative Jesuit, liberal arts education you did. Your gift, of any size, helps ensure that even more students can benefit from a Loyola education. *(Mission)*
- Our diverse and changing world needs Jesuit-educated, civically engaged, and ethically-minded Loyola graduates. Play a part in making the transformational Loyola education possible to more and more students. *(Support Students, Access)*
- You bleed green and grey. Show your Loyola pride through your active participation as a member of the Loyola community. Make your gift on #GreyhoundsGive and be counted on as a someone who makes the Greyhounds experience possible and accessible for all Greyhounds. Thanks to you, the Greyhound Nation is strong. *(Loyola Pride)*

# Messaging (Reasons to Give)



- There is no limit to the impact of a Loyola education. These infinite possibilities begin with your support. Strong universities need healthy alumni participation. You can elevate Loyola's reputation by participating as a member of your alumni community on #GreyhoundsGive. Your gift opens up the Loyola experience by helping Loyola recruit a talented, diverse, and deserving student body. *(Value)*
- As a Loyola graduate, you know the impact you can have through your words, thoughts, and actions. Your support of Loyola also begins with your participation of any kind. Speak to a class. Mentor a student. Help plan your class reunion. Make a gift—of any size—on #GreyhoundsGive and see how much of an impact you will have. Your gift makes a Loyola education possible and accessible to even more students. *(Support Students, Access)*

# Calls to Action



- Make the Loyola experience possible and accessible for ALL students.
- The world needs Loyola. Today Loyola needs us.
- See the value of a Loyola degree – and raise it.
- Grow our strong Greyhound Nation.
- Today Loyola goes all in so Greyhounds can go all out.

# Images



Social media profile/cover images and shareable graphics are available on the Greyhounds Give toolkit site ([Loyola.edu/GreyhoundsGive](https://Loyola.edu/GreyhoundsGive)). Below are images for that can be used for social media profiles.

Profile Image



Cover Image



# Images, continued

+1  
4.4.19  
#GREYHOUNDSGIVE

A new set of graphics has been developed for this year and are optimized for use on social media posts and feeds. Please visit the Greyhounds Give toolkit site ([Loyola.edu/GreyhoundsGive](http://Loyola.edu/GreyhoundsGive)) to download the full set of graphics. The graphics are labeled to match a suggested giving argument, but also can be posted with your own unique message.



Support Students



Value of a Loyola Degree



Loyola's Mission



# Images, continued

+1  
4.4.19  
#GREYHOUNSGIVE



Loyola Pride



Access



Campus Nostalgia (use for any post)

# Images, continued



Make a Gift\_v1



Make a Gift\_v2



Make a Gift\_v3

# Sample Tweets

The “Calls to Action” from pg. 10 can be turned into tweets by adding the #GreyhoundsGive hashtag and a link to Loyola’s giving page. Some other sample tweets are listed on the next page.

- Make the Loyola experience possible and accessible for ALL students. Count me in! #GreyhoundsGive >> Loyola.edu/give
- The world needs Loyola. Today Loyola needs us. Count me in! #GreyhoundsGive >> Loyola.edu/give
- See the value of a Loyola degree – and raise it. Count me in! #GreyhoundsGive >> Loyola.edu/give
- Grow our strong Greyhound Nation. Count me in! #GreyhoundsGive >> Loyola.edu/give
- Today Loyola goes all in so Greyhounds can go all out. Count me in! #GreyhoundsGive >> Loyola.edu/give



# Sample Tweets, continued

Additional sample tweets are below. Videos featuring student thank-you messages can be shared using the sample post below. Links to the YouTube videos are available on pg. 20.

- Make a gift today—of any size—and see how much of an impact you can have. Count me in! #GreyhoundsGive >> Loyola.edu/give
- April 4 [or Today] is Loyola's 5th annual day of giving challenge. We need the Loyola community to raise \$250K or more on #GreyhoundsGive. Can we count you in? >> Loyola.edu/give
- Today is the day #GreyhoundsGive! Can we count you in? Loyola.edu/give
- RT if you gave to support #GreyhoundsGive today! Thank you for your support. Loyola.edu/give
- Make a Loyola education possible for all Greyhounds. [Name's] story >> [embed video] #GreyhoundsGive Loyola.edu/give

# Sample Facebook / Instagram Posts

+1  
4.4.19  
#GREYHOUNDSGIVE

The “Make a Gift” and “Reasons to Give” messages (pgs. 8-10) can be used for longer posts with a suggested matching image. See pgs. 12-15 for the full set of images. Below are some examples.



Our diverse and changing world needs Jesuit-educated, civically engaged, and ethically-minded Loyola graduates. Play a part in making the transformational Loyola education possible to more and more students. #GreyhoundsGive



Make a gift to Loyola on April 4 and help make the Loyola experience possible – and accessible – for all deserving Greyhounds. #GreyhoundsGive



Thursday, April 4 is Loyola's 5th annual day of giving challenge. We need the Loyola community to raise \$250K or more on #GreyhoundsGive. Can we count you in?

# Sample Posts, continued

In addition to longer giving reasons posts, below are some short example posts to use, including video.

- #GreyhoundsGive is the day that Loyola comes together to make a Loyola the experience possible and accessible for all deserving Greyhounds. Can we count you in? Loyola.edu/GreyhoundsGive
- Loyola's 5<sup>th</sup> annual #GreyhoundsGive is approaching! Mark your calendar for April 4 to make your gift. Learn more about how you can support the Loyola experience this year at Loyola.edu/GreyhoundsGive.
- Tomorrow is the day that our Loyola community supports the annual Greyhounds Give giving day challenge! Please make a gift and see how your support helps makes the Loyola experience possible and accessible for all students.  
#GreyhoundsGive Loyola.edu/give
- Today is Greyounds Give! Make a gift—of any size—and see how much of an impact you can have. Count me in! #GreyhoundsGive Loyola.edu/give
- Help make a Loyola education possible for all Greyhounds. See [Name's] story.  
[embed video] #GreyhoundsGive Loyola.edu/give

# Sample Email (Leading Up To 4/4)



**Subject: Can we count you in? | Greyhounds Give**

[Salutation],

On Thursday, April 4, Loyola will host its fifth annual Greyhounds Give day of giving challenge. We need the Loyola community to raise \$250K or more to make the Loyola experience possible—and accessible—for all deserving Greyhounds. Here are a few easy ways that you can help:

**Spread the word.** Greyhounds Give reaches the Loyola community across the country and globe, and its success is due to the strength of our networks. Help us grow by sending this email to your friends and classmates. You can help make this the biggest Greyhounds Give day yet!

**Hashtag GreyhoundsGive.** Post on Facebook and Instagram, tweet about Greyhounds Give, and share your love and support for Loyola, whether it's supporting student scholarships, faculty, a program or club, or Loyola pride. Ask others to do the same. It's a great opportunity to use social media for good to support Loyola students! Check out our social media toolkit [link] and use **#GreyhoundsGive**.

**Issue a challenge.** Challenges like Greyhounds Give succeed when fundraising volunteers help drive people to giving day campaign on April 4. To send your friends directly to our Greyhounds Give campaign, use this link: [Give Campus link]

Can we count you in?

[Name]

# Sample Email (Day of)



**Subject: Today's the Day! | Greyhounds Give**

[Salutation],

Greyhounds Give is TODAY, and we are asking you to join us in our efforts to make this the BIGGEST that Loyola University Maryland has ever seen!

Make a gift [Give Campus campaign link]—of any size—and see how much of an impact you can have. Your support helps makes the Loyola experience possible and accessible for more and more students!

Our goal is to raise \$250,000 by the end of the day. Your donation of any amount will help. We mean it: most gifts on Greyhounds Give are \$100 or under, and they add up! Last year, those gifts helped us raise over \$200,000.

Here's how you can go all-out today:

- Make a gift [link]
- Show your Loyola pride and rally support!
- Text a friend. Forward this email. Post on Facebook, Twitter and Instagram using the hashtag #GreyhoundsGive.

Can we count you in?

[Name]

# Day Of Info



## **On campus details:**

- Loyola will be utilizing McGuire Hall from 8 am – 6 pm as the operations center for campus volunteers, which will include a call center
- Student volunteers from the Student Philanthropy Council and Senior Class Gift will be rallying campus support throughout the day
- Loyola will share campus content throughout the day on social media (main university and alumni accounts) and on Give Campus

## **Loyola will be widely communicating Greyhounds Give following this schedule:**

- A save-the-date postcard will mail in mid-March and will also be included in the Evergreen Update e-newsletter (3/20)
- Email communications will be sent prior to Greyhounds Give on 3/21 (two weeks), 3/28 (one week) and 4/3 (day before)
- Day of emails will send at Midnight, 8 am, noon, 6 pm and 9 pm
- Social media content will be shared starting mid-March and post through Greyhounds give

## **Give Campus volunteers:**

- Log on to [www.givecampus.com](http://www.givecampus.com) and click 'sign up' to become an Advocate:
  1. Share the GreyhoundsGive campaign via email and on social media.
  2. Offer a Matching Donation or a Challenge
  3. Create a short 'Personal Plea' video

# Links

- [Loyola.edu/Give](https://Loyola.edu/Give) Loyola's giving page
- [Loyola.edu/GreyhoundsGive](https://Loyola.edu/GreyhoundsGive) Website for the online toolkit
- [GiveCampus.com](https://GiveCampus.com) Sign up to become an Advocate
- [Give Campus campaign link](#) The day of giving campaign
- [Give Campus volunteer recording](#) Webinar for volunteers on how to use Give Campus
- [Khusmanie's story](#) Short student video story
- [Devin's story](#) Short student video story