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The University of Utah



uofugiving Hi, I'm @arianafonzo , and I'll be your Student Ambassador this semester! I'll be giving you a behind-the-scenes look at my life as a student @universityofutah , which includes majoring in both Ballet (@uofudance) and Strategic Communication (@uofucomm) along with holding a part-time, on-campus job. Make sure to keep an eye out for both my posts under #ArianaAtTheU and my stories posted to the "Ariana" highlight in our bio! I'm so excited to share what I love about the "U" with you 🥰🌟

8w



brandi_lav Love love love love this sooooo much 😊

... 1 2 3 4



52 likes

AUGUST 27

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uofugiving Hi my names Katie (@katieclevs) and I'm a new Student Ambassador. I'm a third year and from Little Rock, Arkansas. I'm studying Kinesiology with minors in Nutrition, Disability Studies, and Chemistry. I've had opportunities to be involved in campus as an Orientation Leader and through my sorority, Chi Omega! I love The U and I'm so excited to show you all why I do! #KatieAtTheU



29 likes

7 DAYS AGO

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uofugiving Meet Kevin [@kevmiller98!](#)
He's a business major and key member of the [@utahphilanthropycenter](#). "During my time at the Student Philanthropy and Engagement Center, I have had a chance to speak to alumni representing nearly every major and college on campus. Hearing their perspectives on the university and life in general has been incredibly insightful." –Kevin

1w



22 likes

OCTOBER 15

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Meet Ariana



Hello!

I'm Ariana Fonzo and I'm excited to be your philanthropy student ambassador this fall. Throughout the semester I'll provide you with a behind-the-scenes look at what it's like being a student here at the [University of Utah](#).

I'm a third-year student from Georgia majoring in Ballet and Strategic Communication. I'm also a manager at the Student Philanthropy Center and am involved in a variety of areas on-campus. The ability to pursue my passion of dance in a high-ranking collegiate program while still being involved elsewhere is what drew me to Utah in the first place – in addition to the beautiful scenery of Salt Lake City!

I was initially worried about being an out-of-state student and moving across the country for college, but the University of Utah has truly become my second home. I can't wait to share all the things I love about the "U," with you!

Best,

Ariana Fonzo



Hi *|FNAME|*,

Recently, I sent you a letter introducing myself and sharing my University of Utah experiences. From my letter, I hope you know the impact you've had on me and my peers and how giving back shapes our U experience.

Support like yours to scholarships or other campus areas, gives me and other students endless opportunities. **Whatever you're passionate about, there's still time to make a difference today!**

Support students at the U

Thank you for your involvement with the U,

A handwritten signature in black ink that reads 'Kevin Miller'.

Kevin Miller | Class of 2020
Student Philanthropy Center Student Manager



P.S. You can learn more about me and my peers by following us at [UofUGiving](#) on Instagram.

At the U we are committed to helping students like Kevin find their passions. This academic year our goal is to increase scholarship support in areas of access, achievement, and completion. Please help us reach this goal with a [gift to university scholarships](#).



September 25, 2019

Dear Dr. Stokes and Mr. Stokes,

I want to start this letter by saying, "thank you!" Thanks to donors like you, I have the chance to experience all the U has to offer.

I moved to Utah when I was young and going to the U was always a goal for me and my family. The generosity of alumni, parents, and friends of the U made my dream a reality. Setting foot on campus was just the beginning of my story.

At the U, I discovered a passion for my business and leadership major and have been challenged in and outside the classroom. Through my program I have made great friends, learned from professors who are leaders in their field, gained real-world experience through an internship, and more. I also know my experience is not unique to my program – my friends share similar experiences.

I've also been involved in activities across campus. Every game day I can be a part of the team through The MUSS and I am a member of a fraternity. I'm also a student manager at the Student Philanthropy Center, a part-time job that allows me to gain experience coaching and mentoring my peers while seeing the impact donors make across campus. All these experiences have prepared me to become a successful alumnus, pursue my career, and give back to my community.

Thank you for making the U a possibility and giving me and others like me endless opportunities. Support like yours to scholarships and other campus areas, gives me the chance to grow and discover my passions.

Sincerely,

Kevin Miller | Class of 2020

2019
9/25/19

P.S. That's me!
With my team



Job Description:



Student Philanthropy Center Social Media & Digital Engagement Specialist

Overview:

- Provide assistance to the Annual Giving Communication & Participation team through content development, posting, and planning.
- Work and report to both the assistant director and the digital manager of Annual Giving to receive assignments and needs for the week.
- Work hours dependent on schedule and time of year, typically 10 - 12 hours a week. Student hours must remain within the allowed university HR hours.
- Help drive a culture of philanthropy at the University of Utah.

Responsibilities

- Help grow the social media audiences of Annual Giving and the Student Philanthropy Center.
- Attend a weekly team content strategy meeting.
- Be an ambassador student voice for Annual Giving
 - Be featured throughout the semester via email and social media.
 - Providing semester updates
 - University news / student experiences
- Create and capture content for Annual Giving to use throughout the year:
 - Student video
 - Student quotes
 - Campus views / events
 - Social media posts for the manager to edit and post
 - Curate information / stories for the Annual Giving account to re-share
- Help create a consistent schedule of content
 - Help Annual Giving develop #PhilanthropyFriday posts
- Live stream / tweet events on campus
 - Be an ambassador and run a day in the life of a student
- Positively showcase the university and the power of philanthropy
- Help the Annual Giving team plan Giving Tuesday and Giving Day events for on campus.