

HOO RAH RAISE

UVA ARTS & SCIENCES DAY OF GIVING

April 21-22 Noon to Noon

Volunteer Communication Schedule

ARTS & SCIENCES OUTREACH	WHEN?	VOLUNTEER OUTREACH
Save the Date Direct Mail	March 15	
Save the Date Email	March 24	
Save the Date Email #2	April 7	
	April 14	Save the Date Email to All Assignments
Give Early Email	April 19	
Official Hoo Rah Raise Launches at Noon	April 21	
End of Day One Email 8:00pm	April 21	
	April 21	Hoo Rah Raise Volunteer Email #1
Progress Update Email 8:00am	April 22	
	April 22	Hoo Rah Raise Volunteer Email #2
Reminder email: Hoo Rah Raise ends at Noon	April 22	

HOO RAH RAISE

How to Become an Advocate for HOO RAH RAISE

Make *your* impact by encouraging your networks to support [HOO RAH RAISE](#), our April 21-22 Giving Day for the College. We have built HOO RAH RAISE on a new tool from GiveCampus, their Social Fundraising Platform (SFP). This innovative tool helps connect donors to their peers to making giving to and getting involved with a campaign more meaningful. With the Advocate features in the GiveCampus platform, spreading the word about HOO RAH RAISE is easy, fun, and rewarding. You can help other donors' gifts go further, add your own story to the campaign, and even track how many clicks, gifts, and dollars your outreach is driving in real time.

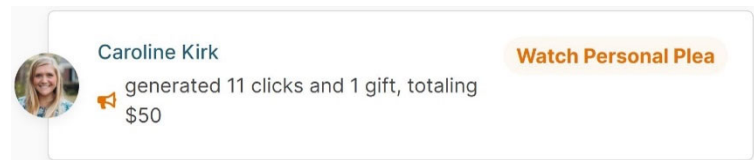
The first step to becoming an Advocate is to make sure you have a GiveCampus user account. If you use GiveCampus as a volunteer for outreach to your Move 10 portfolio, you're all set. If not, create your user account at givecampus.com and click 'Log In' in the top right of the page.

It's important to know that simply creating a user account alone won't make you an Advocate—to become an Advocate, you must take *active* steps that inspire *others* to make gifts. Become an Advocate for HOO RAH RAISE by taking one—or better yet, all!—of the following steps:

- 1) **Consider leveraging your own gift!** Great advocates lead by example. You can leverage your gift with a match or challenge that encourages others to give! Offering a Match means that you'll give a number of dollars for each dollar or donor that the campaign receives up to your specified maximum gift amount. Offering a Challenge means that you'll give a gift *only* if the campaign receives a certain number of donors or dollars after you set up the Challenge. You can restrict both Matches and Challenges to only apply to donors from an affiliation group, class year, or even a specific group of friends.

The screenshot shows the GiveCampus Advocate setup interface. It includes a text input field for 'I will match up to' with the value '\$100'. Below this is a checked checkbox for 'If match not completely met, I will still give the full amount'. There are two columns of radio button options: the first column has '\$1 per \$1 donated' (selected) and 'Other'; the second column has 'Until campaign end' (selected) and 'Other'. Below these is a text input field for '\$10'. Further down are radio button options for 'Per donor' (selected) and 'Per \$1 donated'. At the bottom, there is a checked checkbox for 'Match your affiliation, your class or a list of friends' and a dropdown menu for 'Select the class year of those you want to match' with the value '2001'.

- 2) **Create a Personal Plea.** A Personal Plea is a quick video in which you tell the UVA Arts & Sciences community why you're excited about the campaign, and why others should get involved. Shooting a short "un-selfie" video on your cell phone is all you need to do to add *your* story to the HOO RAH RAISE campaign site! After recording your video, head to the Advocates tab on the campaign page to upload your Personal Plea.



- 3) **Share the campaign link.** The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generate a campaign link that is unique to *you*. When you use these buttons to share the campaign link while logged into your GiveCampus user account, the number of clicks, gifts, and dollars generated by your outreach will be tracked next to your name on the Advocates tab. Share on Facebook and Twitter to post to your friends' feeds with news about the campaign, and share over text and email to make direct, can't-ignore, peer-to-peer asks. Share early and share often!



- 4) **Contact your assignments using the GiveCampus College Ambassador Portal.** Because GiveCampus is the engine behind both the volunteer portal and the social fundraising platform the systems are connected. If you use GiveCampus to communicate with your assignments about HOO RAH RAISE, you can embed your personal advocate link in your outbound email message. When one of your assignments clicks on the link in your message, you'll get credit on the HOO RAH RAISE advocate dashboard. We'll have email templates ready for our volunteer ambassadors to tell their assignments about HOO RAH RAISE on April 14, 21 and 22, so it will be super simple to spread the word.

