



GIVING DAY

NIGHT OWLS UNITE.
APRIL 21, 2021

AMBASSADOR TOOLKIT

WGU Giving Day: Night Owls Unite is a special day for Night Owls all over the country to band together as one community to support WGU students. This support can be in the form of philanthropy and/or sharing and championing WGU Giving Day messages to your personal networks. It is a great time for the Night Owl community to come together and give back in gratitude.

As an official WGU Giving Day ambassador, you can use this toolkit to help WGU raise emergency and scholarship funds to assist WGU students who are facing financial hardships. Your support makes access to education more equitable and affordable for all WGU students!

We are grateful for your help in making the first WGU Giving Day a true success.

Thank you for being an ambassador for WGU!

How to Help

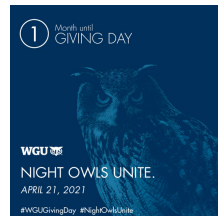
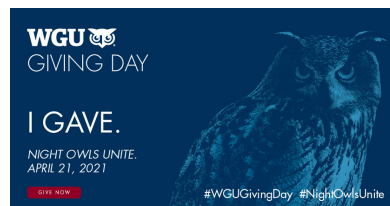
- Save this PDF or visit [our online toolkit](#) so you have easy access to toolkit materials.
- Show your Night Owl pride and post about the event on your social media profiles using the hashtags **#WGUGivingDay** and **#NightOwlsUnite**.
- Always tag WGU in your social posts!
- Change your profile picture or cover photo to one of the WGU Giving Day images included in [our image library](#).
- Ask others to join you in supporting WGU students. Use the resources in this toolkit for tips and prompts to help get you started.
- Make your own gift to the funding area that you care most about. All donations, no matter the size, can make a big difference!
- Follow us on social media to stay up-to-date on **#WGUGivingDay** content to share.
 - WGU's Facebook: [facebook.com/wgu.edu](https://www.facebook.com/wgu.edu)
 - WGU's Twitter: [@wgu](https://twitter.com/wgu)
 - WGU's LinkedIn: [linkedin.com/school/western-governors-university](https://www.linkedin.com/school/western-governors-university)
 - WGU's Instagram: [@westerngovernorsu](https://www.instagram.com/westerngovernorsu)
 - WGU Advancement's Twitter: [@WGUAdvancement](https://twitter.com/WGUAdvancement)
 - WGU Advancement's LinkedIn: [linkedin.com/company/wguadvancement](https://www.linkedin.com/company/wguadvancement)

Share a Video Message

- Put on your WGU gear and submit a video message sharing why you give back or why you love WGU! Video messages will be shared with the Night Owl Community to endorse WGU Giving Day.
[Submit videos here.](#)

Giving Day Images

- Find a full library of WGU Giving Day graphics in our shared drive. [Click here.](#)



SAMPLE SOCIAL MEDIA POSTS

Posts leading up to #WGUGivingDay

Facebook and LinkedIn:

Don't forget to tag Western Governors University

- Get ready! On April 21, I'm joining Night Owls around the country to celebrate Western Governors University's first #WGUGivingDay. Your support during this day will make it possible for many worthy WGU students to successfully complete their degrees. #NightOwlsUnite wgu.edu/givingday
- Attention all Night Owls! Western Governors University needs your support on April 21 for #WGUGivingDay, the university's first day of giving! Life outside the nest wouldn't be the same for many of us alumni without the generosity of our Night Owl community; let's pay it forward. #NightOwlsUnite wgu.edu/givingday
- On April 21, join me in supporting #WGUGivingDay by making a gift to an area of Western Governors University that matters to you! #WGUGivingDay is a great opportunity to help WGU students get one step closer to achieving their dreams! #NightOwlsUnite wgu.edu/givingday
- On April 21, I'm joining my fellow Night Owls in celebrating #WGUGivingDay and supporting a Western Governors University cause that's important to me! Join me by following the link and supporting your favorite cause: wgu.edu/givingday #NightOwlsUnite

Twitter:

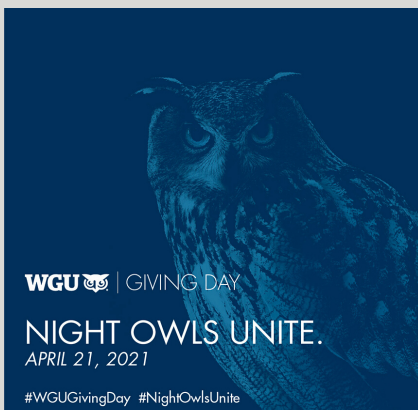
Don't forget to tag @wgu

- I'm excited to celebrate #WGUGivingDay with @wgu on April 21! Join me by making a #gift to an area of WGU that matters to you. #NightOwlsUnite wgu.edu/givingday
- Join me and the rest of the Night Owl community on April 21 for #WGUGivingDay where your donation will make a direct impact on the lives of today's @wgu students! #WGUGivingDay wgu.edu/givingday
- Join me in donating to support worthy Night Owls on April 21, #WGUGivingDay! Your #gift will have a positive impact on @wgu #students for years to come! #NightOwlsUnite wgu.edu/givingday

Instagram:

Don't forget to tag @westerngovernorsu

- I plan on making a gift to @westerngovernorsu on April 21 for #WGUGivingDay! Join me and the rest of the Night Owl community in supporting the university's students. wgu.edu/givingday #NightOwlsUnite #Giving #donate #donations #studentsupport #WGUGrad



Before You Post

Make sure to:

- Attach a social media graphic or personal photo to your post!
- Don't forget to tag WGU channels in your posts
- Copy and paste the Giving Day link to each post: wgu.edu/givingday
- Always use hashtags! #WGUGivingDay and #NightOwlsUnite

SAMPLE SOCIAL MEDIA POSTS

Posts on #WGUGivingDay - April 21, 2021

Facebook and LinkedIn:

Don't forget to tag Western Governors University

- Calling all Night Owls! Today is #WGUGivingDay! Join me and the rest of the Western Governors University community by making a gift to support a student in need! Help us reach our goal of 250 gifts by the end of the day! #NightOwlsUnite wgu.edu/givingday
- This year has been uniquely difficult for many students, and Western Governors University students can't succeed without generous support from donors like you. Join me in participating in #WGUGivingDay by giving towards student aid. #NightOwlsUnite wgu.edu/givingday
- It's a great day to help Night Owls succeed! The spirit of giving is a two-way gift. Join me in making a gift as a part of #WGUGivingDay to support Western Governors University students. #NightOwlsUnite wgu.edu/givingday
- I am excited to make history today by making a gift to Western Governors University during their first #WGUGivingDay! Join me and my fellow Night Owls by visiting wgu.edu/givingday #NightOwlsUnite

Twitter:

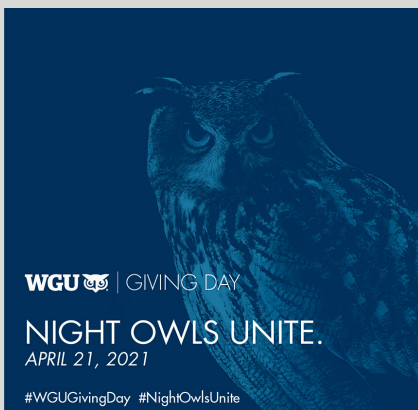
Don't forget to tag @wgu

- Hey @wgu family: Today is #WGUGivingDay! Your #donations will make a massive difference in the lives of WGU Night Owls. #Give today: wgu.edu/givingday #NightOwlsUnite
- It's @wgu's first annual #WGUGivingDay! Join me in supporting #WGU's current Night Owls and make your #gift today! #NightOwlsUnite wgu.edu/givingday
- I am excited to make history today by making a gift to @wgu during their first #WGUGivingDay! Join me and my fellow Night Owls by visiting wgu.edu/givingday #NightOwlsUnite

Instagram:

Don't forget to tag @westerngovernorsu

- Today is #WGUGivingDay, @westerngovernorsu's first-ever day of giving! Don't miss out on the opportunity to join the Night Owl community in giving back to our students! Help us meet the needs of our fellow Night Owls and make a gift to support a cause you care about! wgu.edu/givingday #NightOwlsUnite #Giving #donate #donations #studentsupport #WGUGrad



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SAMPLE SOCIAL CALENDAR

Use this calendar as inspiration to guide your #WGUGivingDay posts

Don't forget to follow WGU and WGU Advancement's social media channels so you can easily share and retweet all official #WGUGivingDay content!

April 11	Change social media profile image with WGU Giving Day graphic.
April 11	Share "10 Days Until WGU Giving Day" images.
April 13	Post your own content or use suggested language from this kit.
April 14	Share "1 Week Until WGU Giving Day" images.
April 16	Post your own content or use suggested language from this kit.
April 18	Share "3 Days Until WGU Giving Day" images.
April 20	Share "1 Day Until WGU Giving Day" images.
April 21	Share "I Gave" WGU Giving Day images.
April 21	Post your own content or use suggested language from this kit. Retweet and share all #WGUGivingDay posts you notice!

Download all of our WGU Giving Day images to your device for easy access.
[CLICK HERE FOR #WGUGIVINGDAY IMAGE LIBRARY](#)



SAMPLE EMAILS

Encourage your friends, family, and network to support WGU Giving Day!

Prior to WGU Giving Day

Hi **RECIPIENT NAME**,

On April 21, 2021, WGU is hosting its first-ever Giving Day! I'm so excited to be part of this important milestone in WGU history by giving to a student fund that's meaningful to me.

Did you know 70% of WGU's students come from one or more traditionally underserved populations? That means support from donors helps students who need financial assistance the most get one step closer to achieving their dreams.

On WGU Giving Day I plan on supporting **FUND YOU CARE ABOUT** and I hope you join me and my fellow Night Owls by making a contribution of your own. You can visit wgu.edu/givingday to make your gift early and help our WGU Night Owls succeed!

Thank you!

#NightOwlsUnite

#WGUGivingDay

On WGU Giving Day - April 21, 2021

Hi **RECIPIENT NAME**,

I'm so excited to celebrate WGU's first-ever Giving Day with my Night Owl community today! I love WGU because **INSERT WHY YOU LOVE WGU**.

I'm proudly supporting **FUND YOU CARE ABOUT** and I hope you consider joining me so we can help as many WGU students as possible today! Your support helps future WGU graduates get one step closer to achieving their dreams. To make your gift visit wgu.edu/givingday.

Thank you!

#NightOwlsUnite

#WGUGivingDay

THANK YOU so much for your support as a WGU Giving Day ambassador!

If you have any questions, comments, or concerns please don't hesitate to get in touch with us.



[385-428-6900](tel:385-428-6900)



advancement@wgu.edu