



*One day for*  
**STATE**

*social* AMBASSADOR  
**toolkit**


# ONE DAY FOR STATE SOCIAL AMBASSADOR TOOLKIT

**One Day for STATE** is more than a 24-hour day of giving. It's a chance for Jackrabbits and friends to rally together to grant opportunities that transform lives and celebrate State. Last year, the generosity displayed blew everyone away – **4,888 DONORS** raising **\$1,617,648**. This year, we have even **bigger** and **better** plans!

**Social Ambassadors** are an instrumental part of the day's success, helping spread the excitement like wildfire across digital channels and increasing the message's reach through the use of personal social networks. Plus, making a difference is so easy – share the news of the day anywhere, anytime, using the social networks you're already using!

**BEING A SOCIAL AMBASSADOR IS SIMPLE – BUT TO MAKE IT EVEN EASIER, HERE'S A TOOLKIT TO HELP. IN THIS TOOLKIT, YOU'LL FIND:**

1. "How to Be a Great Social Ambassador" checklist
2. Sample social media posts
3. Sample emails

 We **encourage** you to use your creativity and develop your own posts, or feel free to customize the samples we're providing. Some of the best content from last year came from you – our Jackrabbit volunteers!

## Questions

Please feel free to reach out to our One Day for STATE team at [onedayforstate@sdstatefoundation.org](mailto:onedayforstate@sdstatefoundation.org) or call **605-697-7475** and ask for Erin or Heidi.

# HOW TO BE A GREAT SOCIAL AMBASSADOR

## Checklist



## prepare

ANYTIME

### LIKE AND FOLLOW

Find the SDSU Foundation on social media for real-time content.

### CRAFT YOUR CONTENT

Draft and schedule posts for the day ahead of time, using your creativity to inspire others to join in.

### MAKE IT OFFICIAL

Sign up on the online Social Ambassador platform.

### OWN YOUR URL

Include your own unique URL with **every post** to generate points for prizes.

### PRIZE POOL

Check out the prizes you can win just by spreading the word.

### DOWNLOAD FRENZY

Download images from the online Social Ambassador platform to share with your posts.

### JOIN THE GROUP

Join the "SDSU Social Ambassadors" Facebook group for additional content and tips.

### PUSH PLAY

Watch the tutorial videos showing how to sign up and navigate the Social Ambassador platform.



## get excited

AFTER AUG. 2

### SAVE OUR DATE

Once the date is announced on social media on August 2, spread the word to save the date: September 2. Watch for our promo video!

### JACKRABBITS, UNITE!

Plan a Jackrabbit gathering on One Day for STATE in your area.



## final countdown

WEEK OF SEPT. 2

### START THE BUZZ

Help build excitement by sharing content leading up to the big day.

### PAINT YOUR PROFILE

Turn social media blue by sharing our downloadable graphics and updating your social media cover photos.

### CHALLENGE ACCEPTED

Post challenge graphics to inspire others, explaining that their gift can go farther on One Day for STATE.

### EMAIL ENCOURAGEMENT

Send personal messages to friends and family, asking them to join in the fun.

# HOW TO BE A GREAT SOCIAL AMBASSADOR

## Checklist



## game time

SEPT. 2

### SHARE, SHARE, SHARE

Don't forget to include your unique URL and #OneDayforSTATE with **every post**.

### BE BOLD. GO LIVE!

Get brave and do a "live" video on social media, encouraging others to participate in One Day for STATE.

Another option: *prerecord your video and post later!*

### FOAM FINGER SELFIE

Post a photo or video of you with your Foam Finger (enclosed) using #OneDayforSTATE.

### GIVE A GIFT

Support an initiative near and dear to your heart at [www.onedayforstate.org](http://www.onedayforstate.org).

### REACH OUT

We want to inspire participation across the globe! Reach out to your Jackrabbit friends living in different states/countries and encourage them to participate.

### CELEBRATE GOOD TIMES, COME ON!

In Brookings for the day? Celebrate with us at the Yellow and Blue Block Party from 5 - 8 pm on the Alumni Green.



## celebrate

FOR AS LONG AS YOU WANT!

### ATTITUDE OF GRATITUDE

Thank everyone who helped out, gave a gift, or shared a message. Hugs, high fives, likes, and a classic "thanks a bunch" are all welcome!

### FLAUNT IT

Continue to spread the news of all the day's successes, even after the event.

### THANKS A MILLION

Share the Foundation's thank you content or create your own.

### GET PUMPED

Let the countdown begin! Get excited for One Day for STATE 2022.

**"I love SDSU with my whole being.** Becoming a social ambassador was an easy decision and one I'll continue to honor in the years to come. **Plus, it's just flat-out fun!"**

*Matilyn Kerr*  
- Social Ambassador

# SAMPLE SOCIAL MEDIA POSTS

## Pre-Event Posts



**Nick Lorang**

Hey you there, scrolling Twitter. You should become a Social Ambassador for #OneDayforSTATE.

- No heavy lifting
- You're already on your phone
- Compete to win sweet prizes
- Celebrate Jackrabbit pride
- Help raise money for @SDState

Learn more: <<insert unique URL>>



**Erica Quam**

Let's get ready to celebrate, Jackrabbits! We're less than 24 hours away from #OneDayforSTATE! View the countdown: <<insert unique URL>>



**Eric Henderson**

WE is greater than ME! I love this place because of the people!

A little goes a long way when we join together during #OneDayforSTATE! We have the strength to make an incredible impact. Join me tomorrow: <<insert unique URL>>



**Tyler Merriam**

Our family has been so blessed to be a part of this wonderful University. It's truly our second family.

Join us in supporting everything #SDState has to offer this Thursday.

#OneDayforSTATE <<insert unique URL>>



**Alex Arians**

It's finally September! That means #OneDayforSTATE is right around the corner. The Jacks appreciate everyone's support! <<insert unique URL>>



**Frank Robertson**

We're less than 10 hours from #OneDayforSTATE and your opportunity to make a difference for @SDState Jackrabbits! As an alumnus, @SDState\_COJO and @SDStateMMC have given me so much.

I'll be giving back. Will you? See the countdown: <<insert unique URL>>



**Annie Williams**

Raise your hand if you're excited for #OneDayforSTATE! I know @GoJacksSoccer is!!! <<insert unique URL>>



**SDSU Track/XC**

Tomorrow is #OneDayforSTATE and it is a great opportunity to enhance the student athlete experience for the members of the men's and women's TF and XC teams. Those funds will be used for additional equipment and travel. <<insert unique URL>>



**SDSU College of Ag, Food & Environmental Sciences**

Tomorrow is #OneDayforSTATE and we hope you will consider giving to our college. All donations will go directly to supporting our students through scholarships, support of clubs, organizations, professional development opportunities, and more! To give: <<insert unique URL>>



**Jackrabbit WBB**

This is Madi. Madi's a legend.

Be a legend like Madi and support Jackrabbit WBB tomorrow for #OneDayforSTATE! <<insert unique URL>>



# SAMPLE SOCIAL MEDIA POSTS

## Day-Of Posts



**Terry Hahn**

Way past my bedtime but wanted to stay up to be the first to make a gift to @GoJacksWrestle for #OneDayforSTATE #stayjacked <<insert unique URL>>



**SDStateAbroad**

Going abroad isn't only about exploring the world but also about making connections. Host families help students create a home away from home. Donating gives students the opportunity to do so! #OneDayForSTATE <<insert unique URL>>



**Kevin Kessler**

Why did Heidi and I give to #OneDayforSTATE? Because someone cared enough to help send the @SDSU\_PrideBand to DC in 1997. It was the trip of a lifetime! Our current members deserve the same life-changing experiences. Thanks to all who have given today! <<insert unique URL>>



**Kate Treiber**

Hey tailgate friends! Let's do this #OneDayforSTATE thing! Ready ... Set ... GO BIG. GO BLUE. GO JACKS!!

<<insert unique URL>>



**South Dakota State Geography**

Jumping for JOY! We just unlocked Dr. Rachel MK Headley's \$5,000 Challenge! This donation will go to the Portal to the World Travel Fund to help Geography students experience travel! #OneDayforSTATE <<insert unique URL>>



**Matt Hoover**

South Dakota State will always hold a special place in my heart as I got both my undergraduate degree and master's at SDSU. It truly was a blessing to call Brookings home for six years. I'm glad I can do my part in helping out today. Go Big! Go Blue! Go Jacks! #OneDayforSTATE <<insert unique URL>>



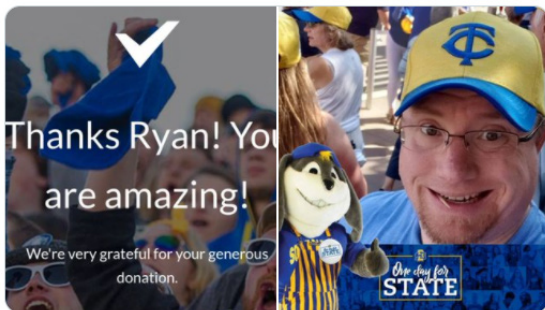
**SDSU Arts, Humanities & Social Sciences**

Two hours left! Finish strong for future Jackrabbits to come! <<insert unique URL>> #OneDayforSTATE



**Ryan Jensen**

Doing my part to give back to the Electrical Engineering Department. I wouldn't be where I'm at right now without the fine education I received here. #OneDayforSTATE <<insert unique URL>>



**SDSU Pharmacy and Allied Health Professions**

We challenge you to be the first donor! Help us get #OneDayforSTATE started! <<insert unique URL>>



**SDState Nursing**

An additional 25 gifts and we have the potential to unlock \$5,000 from Dr. Marge and Ron Hegge & Dr. Lois and Wes Tschetter! #OneDayForSTATE

Thank you to the Heggess and Tschettters for their generosity!

Make an impact now: <<insert unique URL>>



# SAMPLE SOCIAL MEDIA POSTS

## Day-Of Posts



### SDSU Pharmacy and Allied Health Professions

Our students did over 1683 screenings and immunizations last year. Help us reach even more patients this year. <<insert unique URL>> #OneDayforSTATE



### Jackrabbits WWB

Interested in giving directly to Jackrabbit Women's Basketball for #OneDayforSTATE?

- ◆ Follow the link below
- ◆ Click "Make a Donation"
- ◆ Enter the amount
- ◆ Select "Women's Basketball" from the drop down menu
- ◆ Enter your details
- ◆ Feel our appreciation

<<insert unique URL>>



### Marina Hendricks

This awesome group includes some of my first #SDStateMCC students. I just donated to #OneDayforSTATE in their honor. Join me! Choose College of Arts, Humanities & Social Sciences, then #journalism. <<insert unique URL>>



### Jackrabbit Volleyball

We DIG #OneDayforSTATE! Support your Jackrabbit Volleyball Team at <<insert unique URL>>



### SDSU - Jerome J. Lohr College of Engineering

We appreciate the support of Gordon Niva and Susan Lahr for the Challenge of 50 Donors! WE MADE IT! If we get 100 donors by midnight tonight, the Dean's Advisory Council will give an additional \$7,000! Come on, JACKRABBITS! Show your support for STATE.

Click here to donate now: <<insert unique URL>> #OneDayforSTATE



### Sharon Vestal

I donated. Have you? There's still time! #OneDayforSTATE 🍷💙

<<insert unique URL>>



### M Vukovich

The NUTR225 class @SDState hopes you support #OneDayforSTATE #SDStateEHS <<insert unique URL>>



### South Dakota State - College of Nursing

500 donors have unlocked \$55,000 for scholarships at SDSU during #OneDayforSTATE!

Help us keep the momentum going: <<insert unique URL>>

# SAMPLE SOCIAL MEDIA POSTS

## Post-Event Posts



### Gordon D Niva

And that's a wrap. Susan and I are so honored to have been part of this event as donors and blessed that we can provide gifts to unlock the spirit of giving in others. Thank you Jackrabbit nation for your gifts to so many important initiatives at SDSU. #OneDayforSTATE



### SDSU - College of Education and Human Sciences

Congratulations to the College of EHS! The final numbers regarding #OneDayforSTATE:

We met and exceeded all our challenges for the day, which unlocked a total of \$9,500 in donations.

We finished 2nd on the "Most Donors" leaderboard with 129 donors and managed to beat out all other colleges in that category.

And most importantly, we raised \$20,101 for students in EHS!



### SDSU Track/XC

THANK YOU! Thanks to all that helped us yesterday with #OneDayforSTATE. We had nearly 300 donors yesterday that helped us blow past last year's fund raising total of \$10,000. Thank you! We are almost as happy as this guy was when he broke the school record in the 400!



### Kevin Kessler

Hey everyone - one more tweet.

What a day.

A final tweet to say THANK YOU to everyone who helped make #OneDayforSTATE an unbelievable success. You brought the words "With Loyal Hearts So True" to life today. Your loyalty to the Alma Mater is an inspiration.



### South Dakota State Women's Basketball

Over 1 million dollars raised yesterday during #OneDayforSTATE!



### Justin Sell

A big thank you to our Jackrabbit donors! We continue to set records. I'm proud to be part of such a special place! This is a terrific way to start the year!

#OneDayforSTATE



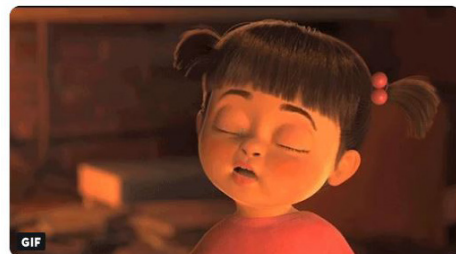
### Jackrabbit Volleyball

The Jackrabbit Volleyball Community is truly the best! We thank you for all of your support on #OneDayforState!



### Andi Fouberg

A live look at me today after staying up to close out #OneDayforSTATE and then not being able to sleep from the excitement!



### Damion Hahn

We called and YOU delivered! That's what the @GoJacksWrestle family does. Blown away by the support on #OneDayforSTATE. Here are the unofficial numbers - 598 donors - \$19,024. Give yourself a 🍌🍌🍌


"Being a social ambassador and supporting One Day for STATE is my way of saying 'THANK YOU' to the people and programs that gave me so much during my time at SDSU!"

*Jordan Weidner*  
- Social Ambassador



# SAMPLE EMAIL CONTENT

Email #1 - Send August 26

 Send	To...	Your friends and family
	Cc...	
	Bcc...	
Subject		It's baaaackkkk.....

Dear <<insert name>>:

Big things can happen when Jackrabbits come together. Last year, we rose to the challenge during the 4th Annual One Day for STATE. ***In 24 hours, a remarkable 4,888 donors gave \$1,617,648 to support South Dakota State University!***

**On September 2, we'll do it again!** The objectives are simple: to rally Jackrabbits everywhere to share their passion for the yellow and blue and celebrate all it means to be a part of STATE.

I am asking you to help us reach our goal of **5,000 donors in 24 hours** by marking your calendar and making a gift at <<insert your unique URL>> on September 2 to join me in supporting a cause I am passionate about. And if you want to take it a step further and join me as a digital volunteer that day, visit <<insert your unique URL>> to learn more!


**Together as one, we can make a difference for our current and future Jackrabbits.**

Sincerely,

<<insert your name>>

# SAMPLE EMAIL CONTENT

Email #2 - Send September 2

 Send	To...	Your friends and family
	Cc...	
	Bcc...	
Subject		Today is the day!

Dear <<insert name>>:

**The big day has arrived!** Please join me and the rest of the Jackrabbit community on One Day for STATE. Together, all gifts – large and small – can make a difference by investing in our current and future Jackrabbits.

Visit <<insert your unique URL>> and make a gift to a college or program that matters to you. With the help of today's matching challenge donors, your gift can go even farther.

SDSU played an important part of my life thanks to the generosity of others. Now, I want to pay it forward by giving back. I hope you will join me.

**5,000 donors in 24 hours.** It's a big effort, but together as one, we can make it happen! Visit <<insert your unique URL>> to learn more.

Sincerely,

<<insert your name>>



## TOGETHER AS ONE, LET'S SHOW OUR JACKRABBIT PRIDE ACROSS THE GLOBE!

- 1 Cut out the paper "foam finger" using the dotted lines.
- 2 Fold in half using the center line, fold the tab over the back, and staple or tape to fully assemble.
- 3 Take a photo or video with your "foam finger," showing off your location.
- 4 On Sept. 2, share your photo or video on social media.
  - Use **#onedayforstate**.
  - Tell us where you are in your **description**.
  - Make sure your post is "**public**" so we can see it.
  - We'll share our favorites and give away **prizes** for the most creative photos and videos.

[www.onedayforstate.org](http://www.onedayforstate.org)



# Thank You!

As a social ambassador, you play a huge role in making **One Day for STATE** a success. **We can't do this without you.** Thank you for all of the time and effort you put into making this 24-hour celebration such a big success.

**“ONE DAY FOR STATE IS TRULY UNIQUE IN ITS ABILITY TO INVOLVE ALUMNI AND FRIENDS THROUGHOUT THE COUNTRY FOR 24 STRAIGHT HOURS.”**

*Steve Erpenbach*

- SDSU Foundation's President and CEO

## Questions

Please feel free to reach out to our One Day for STATE team at [onedayforstate@sdstatefoundation.org](mailto:onedayforstate@sdstatefoundation.org) or call **605-697-7475** and ask for Erin or Heidi.