



ELON DAY

CHAMPIONS



- **What do Champions do?**
 - Make their own gift on Elon Day
 - Share their page & ask others to join
 - Share on social media and beyond
 - Attend Elon Day events near you



- **Activate Your Network**

1. Brainstorm potential supporters (friends, family, co-workers, neighbors, etc.)
2. Send 10 emails or texts: Personalized outreach works!
3. Share widely on social media
4. Ask, ask, ask!



- **Keep up the momentum**

1. Update often
2. Check your progress
3. Highlight Bonus Buck, matches & challenges
4. THANK along the way!



- **Bonus Bucks**

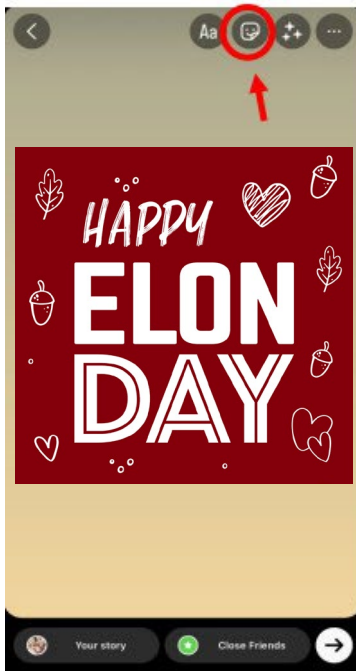
- Smaller giving incentives sprinkled throughout the day
- Used in partnership with matches & challenges
- Designed to be fun and engaging
- All listed at **elon.edu/elonday**

ELON DAY

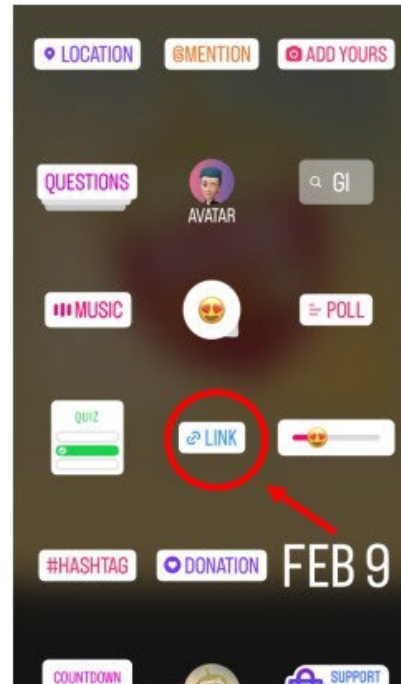
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Share your Page on Instagram Stories

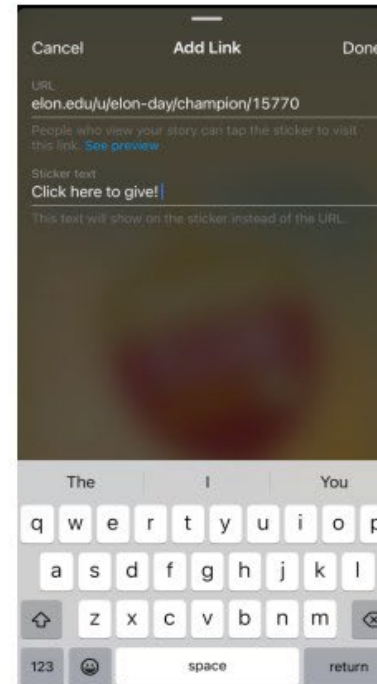
1. Post your favorite Elon picture and click the sticker icon at the top of the page.



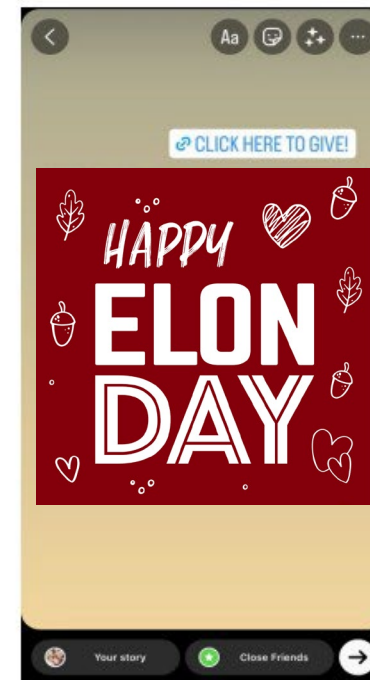
2. Click "LINK" icon.



3. Paste your giving link and rename sticker text.



4. Share with your friends!





Text a Friend!

TIP: Make it your own with a photo of the designation you are supporting or a favorite Elon pic.

Hi ____! Today is the 12th annual Elon Day and I'm fundraising to support _____. Please support Elon students by making a gift on my giving page: <link>






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Share on Facebook






TIP: Tag friends who you want to give or give a shout-out to those who make a gift. To tag, use the @ symbol and then type their name.

Create post 

 Elon Alum
Public 

Hey friends and family! Today is the 12th annual Elon Day, Elon University's day of giving. I'm fundraising to support <designation name>. Please support Elon students by making a gift on my giving page!

Add to your post      ...

Post



Send an Email

TIP: Share why you care!
Personalized outreach
can go a long way.

➤ Send

▼

?

▼

To

YourBestFriend@gmail.com ✕

Bcc

Cc

HAPPY ELON DAY!

Draft saved at 9:33 AM

Hey ____! Today is Elon Day, Elon University's day of giving. I'm reaching out because I'm fundraising for _____. It would mean the world to me if you would make a gift as a strive to raise \$____. It's easy to make a gift on my page here: _____. Thank you for your support!