Day of Giving Ambassador Toolkit
YOU CAN BE A SUPERHERO!

We need your help!

Join Super Pete on a mission to discover his powers and complete his relentless journey to support our campus!

HELP ME REACH 1,500 DONORS!

BECOME A DAY OF GIVING AMBASSADOR

Help us spread the word—through calls, emails, texts and social media discussions—about this important event to benefit Florida Tech. Participation matters, and together, we can encourage giving on a whole new level!

1. CREATE A TEAM: Make a list of alumni you know. We can help you identify other alumni in your area, too. Organize your team and request their support on Nov. 19, Florida Tech’s Day of Giving!

2. BUILD EXCITEMENT: Contact your team in the weeks leading up to Day of Giving, and get energized! Don’t worry! We’ll provide you with tons of materials, discussion topics and fun graphics.

3. CONNECT WITH CAMPUS: Stay plugged in to Florida Tech’s social media channels for exciting updates!

4. RALLY YOUR TEAM: On Nov. 19, remind your team to take action and support your alma mater! Join the conversation online and look for challenges and updates throughout the day on our interactive website!

GET INVOLVED AND GET REWARDED: All ambassadors will receive a special prize, and the top ambassador will WIN A TRIP TO 2020 HOMECOMING, including hotel and airfare.

READY TO BEGIN?

Contact Mary Ida Spradlin at mspradlin@fit.edu
SOCIAL SUPER POWERS!
How to spread the word!

Florida Tech’s social media pages—both those for the university as a whole and the Alumni Association—will be your primary source for news, updates and content about Florida Tech’s Day of Giving.

CONNECT & SHARE TO SUPPORT DAY OF GIVING SUCCESS

1 USE the Day of Giving Social Toolkit:
   • Update your social media profiles with an image from the toolkit.
   • Post a photo with the Day of Giving sign sharing why you stand with Super Pete.
   • Share a post or video about Florida Tech’s Day of Giving.

2 SHARE Florida Tech Day of Giving content with your followers.

3 FOLLOW the event on Facebook; plus, follow and use the hashtag #FLORIDATECH in your content.

4 CREATE a group on Facebook, Instagram or even your favorite texting platform for your team.

5 SHARE the website URL dayofgiving.fit.edu so others can join the fun. You’ll receive a referral link when you give a gift on Nov. 19. Invite others to give through your link so you can be the top referrer!

6 BE LOUD AND PANTHER PROUD on Nov. 19 and post about why you are excited to be a hero for Florida Tech. Reminisce about your times at Florida Tech, and share them with us.
FLASHBACK

Last year, more than 1,250 people raised $185,030 in just 24 hours during our fourth annual Day of Giving, which gave us a head start to the best year of alumni participation yet!

< Here are some stats from last year.

PARTICIPATION MATTERS!

Join us and help Super Pete make 2019 our best year yet!

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