



Husson's Giving Day - April 2, 2025

A day where all Husson supporters come together and make a difference!



Giving Day Ambassador Packet

WELCOME

First and foremost, THANK YOU! Our 7th annual Giving Day is right around the corner on Wednesday, April 2! When you support Husson on Giving Day, you are helping to promote the area you are passionate about and encouraging others to recognize all areas across campus that will be impacted throughout the day.

The Advancement team is here to help you be successful! Do not hesitate to contact Matt Johns, Director of Annual Giving with any questions at johnsm@husson.edu or at 207.992.1945. We are excited to help you promote Giving Day 2025, and we know that with your support, it will be our most successful yet!

This packet includes information, suggested social media language, and other ideas to encourage others to **#GiveGreen!**



To help you get started, we have prepared this Ambassador Packet containing info, tips and tools on topics such as:

- What Giving Day is all about! (p.2).
- Giving Day challenge areas (p.3).
- Building momentum, enthusiasm and support for Husson University. (p.4).
- Example language for social media sharing. (p.5).

EVENT DETAILS

What is Giving Day?

Giving Day is our 24-hour marathon fundraising event that provides opportunities throughout the day to give back to the area that means the most to you. Supporters from all over the world come together to champion the teams, clubs, programs and colleges that are vital to our campus community!

How it works

Donors can make their gift by visiting www.husson.edu/givingday and view all participating areas.

Furthermore, each "team" (school/club/sport) should email/text/share the website link that directs donors to the personalized team page, encouraging donations as easily as possible! Donors also have the option to give via text message using the keyword assigned to the area they wish to support.

When supporters make their gift, it acts as a "vote" for the area and unlocks the potential to win matching funds through our Giving Day challenges!



CHALLENGE AREAS

Leaderboard is updated every three hours from 9 a.m. to 9 p.m. at www.husson.edu/givingday under "Challenge Areas" as to which department is in the lead. The "team" (school/club/sport) that meets any of the following areas by the end of the 24-hour Giving Day period will win the matching funds!

To be eligible, your area must receive at least 5 donations!

All Day Challenges

- Highest number of donors
- Highest number of first-time donors
- Highest number of faculty & staff donors
- Highest number of student donors

If your "team" wins one of the all day challenges, you will receive an additional \$1,000 on top of any fundraising dollars.



Details about the various challenges through the day can be found on the "Challenge Areas" section of the Giving Day website.

HOW YOU CAN HELP

SPREAD THE WORD - Build Excitement!

Get the word out in support of Husson. Encourage your friends, family, neighbors, and others to join you in supporting the area that means the most to you. Remember, the more support given to an area, the better the chances of unlocking matching funds!



Make sure you follow both @HussonU and @HussonAlumni so you can easily share our posts to your personal pages.



Share your online giving page and text to give keyword with anyone you would like! Make it as easy as possible for them to support your team, club or program!



Send a reminder the day before that Giving Day officially kicks-off at 12:00am with the Early Bird Challenge! You can win matching funds by making one of the 1st five gifts of the day!



Keep sharing throughout the day! Look at the challenges online and coordinate your communication to try and maximize your support!

Social Media Engagement

Check out the next page for example posts so you can make the most of your social media engagement.

Remember, the more personal the post, the more likely people will support your area so feel free to make these templates your own!



SOCIAL MEDIA TEMPLATES

Before Giving Day - Save the Date! All of Husson is going to **GiveGreen** on Wednesday, April 2 for Giving Day! I hope you plan to join me and support my [insert school/club/sport] by visiting husson.edu/givingday or text [insert keyword] to 71777. Thank you for your support!

On April 1 - Day Prior to Giving Day!

Calling all Eagles! Please join me tomorrow in donating to [insert school/club/sport] on Giving Day. With your help, we have the ability to unlock matching funds from some of our generous donors! You can donate to [insert specific web address] or text [keyword] to 71777.

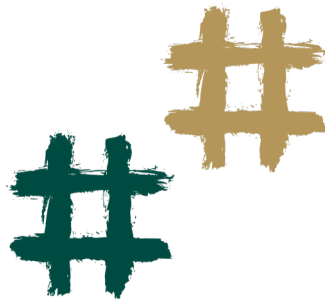
On April 2 - Giving Day!

I supported Husson's Giving Day by making a gift to [insert area]! Join me and the entire Husson family and **GiveGreen** to unlock matching funds. Make your donation today by visiting [insert specific web address] or text [keyword] to 71777.

Use this Hashtag!

#HussonGivingDay

Some challenges are tied to social media engagement and creativity so make sure you spread the work about using the right hashtag!



Be sure to follow the official Husson University posts so you can like and share!

MORE INFO!

Text-to-give options - This is the easiest way to support your program! Text the below keywords to 71777 to Give!

Colleges/Programs

- HUCoSH - College of Science & Humanities
- HUCoHP - College of Health & Pharmacy
- HUCob - College of Business
- NESCom - New England School of Communications

Athletics

- HUAthletics

Student Clubs/Orgs

- HUClubs

Husson's Area of Greatest Need

- GiveHU

What are Husson's Areas of Greatest Need? Includes:

- Husson Fund (Unrestricted)
- Scholarships
- Emergency Financial Aid
- Food Insecurity & Emergency Fund
- Student Clothing Assistance Fund

IMPORTANT

Remember to include the number linked to your program in the keyword!

Example:

- Baseball is HUAthletics1
- Pep Band is HUClubs33

HUSSON
UNIVERSITY



Scan Code to
Giving Day
website!

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THANK YOU!



Thank you for your support!

Husson University
Office of Advancement
1 College Circle Bangor, ME 04401

If you have any questions about Giving Day or would like additional information, email Matt Johns, Director of Annual Giving at johnsm@husson.edu or call 207.992.1945.