



**R H O D E  
I S L A N D  
C O L L E G E**

FOUNDATION

# RIC GIVING AMBASSADOR HANDBOOK

## PREPARED BY

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# FOUNDATION

**The Rhode Island College Foundation** established in 1965, is a separate entity that is devoted to raising funds solely for Rhode Island College. The foundation is the primary source of private support to the college as it achieves its mission to offer accessible higher education of the finest quality to traditional and non-traditional students from around the state, the region, and beyond.

As an independent organization represented by alumni and friends of the college, the foundation conducts itself with integrity, appreciates its beneficiaries, and works passionately for the enhancement of the college and its students.

## **MISSION**

The Rhode Island College Foundation, established in 1965, is a separate 501(c)3 entity that is devoted to raising funds solely for Rhode Island College. The foundation also exercises fiduciary responsibility over endowments and other philanthropic investments made to Rhode Island College.



## TABLE OF CONTENTS

<b>PAGE 3</b>	Quick Facts & Helpful Terms
<b>PAGE 4</b>	Advocate Roles & Responsibilities
<b>PAGE 5</b>	Become a GiveCampus Advocate (set-up instructions)
<b>PAGE 6 &amp; 7</b>	Social Media & Peer-to-Peer Notes/Sample Posts
<b>PAGE 8</b>	Giving Day Checklist





# FOUNDATION

## QUICK FACTS

- OFFICIAL TITLE:** RIC Giving Day 2022
- DATE:** May 11, 2022 (12:00 am to 11:59 pm)
- PURPOSE:** RIC Giving Day is the institution's annual 24-hour challenge to increase giving participation among the entire RIC community
- GOAL:** 150 Donors
- HASHTAGS:** #GivingToRIC  
#RICGivingDay22  
#BoldlyTogether



## HELPFUL TERMS TO KNOW

- GIVECAMPUS:** The digital fundraising platform we use for RIC Giving Day.
- MATCHING GIFT:** An individual, group, or company that will match a single donation dollar-for-dollar.
- GIVING CHALLENGE:** When a donor challenges an organization to raise a specific amount of donations/dollars in return for a personal donation.
- PLEDGE:** When a donor promises to pay a specified amount over a set period of time.
- RECURRING GIFT:** When a donor gives a pre-determined amount of money each month or year. Recurring gifts can be scheduled using the online giving form. (Making a recurring gift to RIC enrolls the donor in our Cookie Club!)
- ANNUAL GIVING:** Annual Giving at RIC implies a once a year donation. We provide donors with multiple opportunities throughout the year to support and celebrate aspects of RIC they are passionate about.

## ADVOCATE ROLES & RESPONSIBILITIES



**LOVE:** As Giving Ambassadors our mission is to increase participation and giving among the entire RIC community. With so many loyal and caring alumni, families, faculty, staff and friends we are confident that we can further RIC's mission by showing how much we care.



**SHOW #RICSPIRIT:** Your commitment to being an advocate for Rhode Island College is inspiring! We ask that you set aside time to create your GiveCampus page. This consists of: creating an account, filming "Personal Plea", setting a goal and writing a short description. Don't worry, we are here to help if you get stuck!



**PREPARE:** Attend one of our training sessions leading up to RIC Giving Day and review this handbook to ensure you are ready. Always reach out if you have any questions.

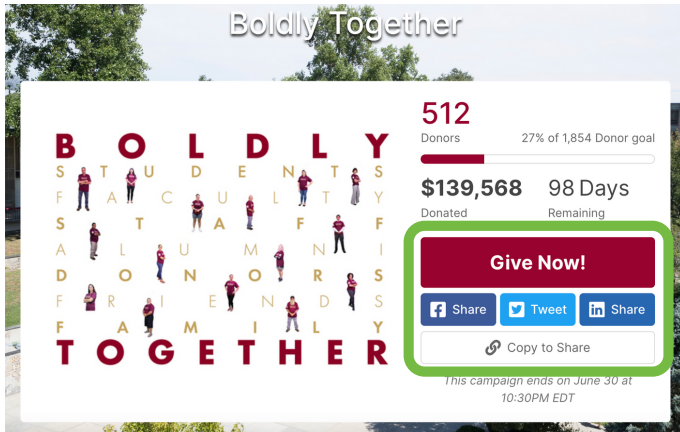


**CONNECT:** Through your GiveCampus advocacy page you have the ability to send a link by email, text or share through social media. Spreading the word is easy and fun!

# Become a GiveCampus Advocate

1

Visit <https://www.givecampus.com/schools/RhodeIslandCollege> and click on the Boldly Together link (on May 11, there will be a campaign just for RIC Giving Day!)



2

## Consider Your Own Gift

Lead by example and make your own gift early. It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!

3

## Become an Advocate

Click on the Advocates button to begin the log in process. Once on the Advocates page, click on the Log In or Sign-up buttons.

Now the Fun Begins! As an Advocate, you can...

4

## Create a Personal Plea

Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!

5

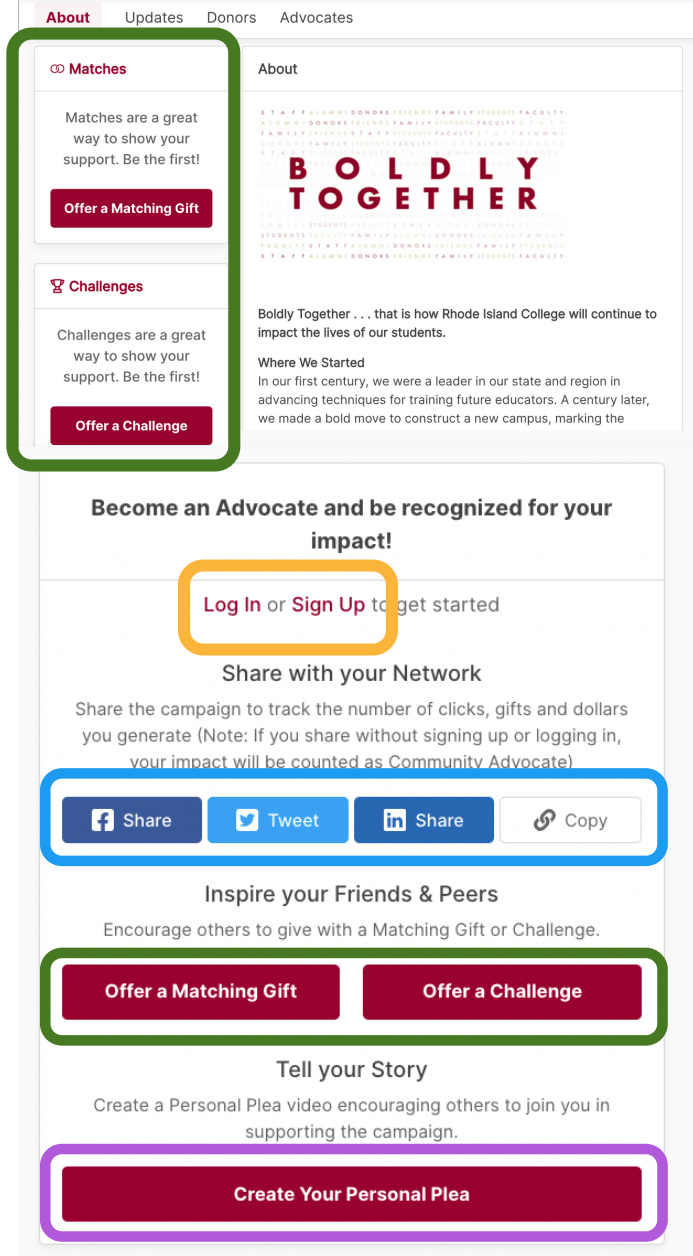
## Offer a Match or Challenge

Leverage your gift and encourage others to give via a match or challenge. Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes.

6

## Share, Share, Share

The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact! Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!



## SOCIAL MEDIA AND PEER-TO-PEER NOTES

Before We Begin, Remember...

- Always include **#GivingToRIC** alongside your posts
- Feel free to add other hashtags (i.e. **#BoldlyTogether**) if you'd like
- Share your links via the sharing buttons on the campaign page
- If you create a Match or Challenge, be sure to share and promote it throughout Giving Day

Posts with images, videos, emojis, etc. typically attract more attention than text-only. Have fun! 😊 🤗 100 📌 🎓



TAG RIC ON SOCIAL:



@rhodeislandcollege



@rhodeislandcollege



@RICNews



# FOUNDATION

## SAMPLE POSTS



Instagram

@rhodeislandcollege

Post a great photo from your time at RIC. Use the hashtag **#GivingToRIC** and encourage your followers to "spread the word" and support **#RICGivingDay22**.



Twitter

@RICNews

Join me in **#GivingToRIC** for **#RICGivingDay22** <GiveCampus link>

My time @RICNews changed my life, today I get to help do that for others **#GivingToRIC** <GiveCampus link>

Support what you love most about @RICNews! **#GivingToRIC** <GiveCampus link>

[After Giving Day] Thank you to everyone who made a gift to @RICNews. We proved that we can make a big impact **#BoldlyTogether #GivingToRIC** <GiveCampus link>



Facebook

@rhodeislandcollege



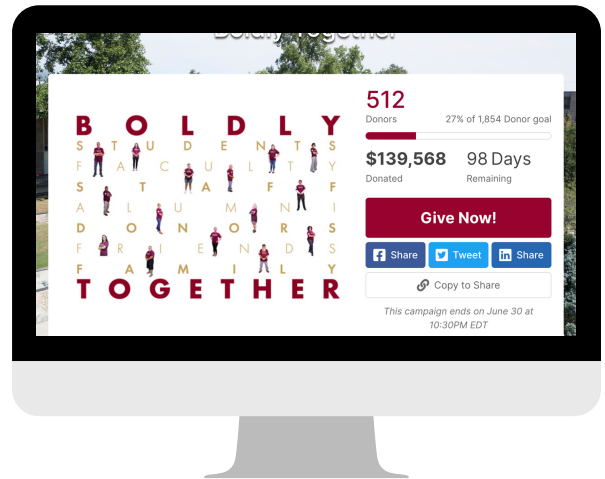
LinkedIn

/rhode-island-college

I'm giving back to my alma mater, Rhode Island College. I hope you'll join me in **#GivingToRIC**

I just made a gift to Rhode Island College! RIC is important to me, and it feels good to give back. Make your gift today at <GiveCampus link>

As a Giving Ambassador my goal is simple: to inspire people everywhere to come together, demonstrate their **#RICspirit**, and provide essential funding to support all aspects of Rhode Island College. I hope you'll join me in **#GivingToRIC** for **#RICGivingDay22**!



## GIVING DAY CHECKLIST



### *Two Weeks Before:*

- 1** Mark your calendar, and sign up for a GiveCampus account  
If you already have an account, make sure it is up to date!
- 2** Sign up to be a GiveCampus advocate for RIC Giving Day  
See page 5 for instructions.



### *One Week Before:*

- 1** Attend Ambassador training via Zoom  
Keep an eye on your email...more info to come!
- 2** Create a "Personal Pled" (see page 5)  
Share your Advocacy page using email, text and social media



### *On Giving Day:*

- 1** Reach out to everyone in your network!  
Use your Advocacy page to share the campaign links  
Be creative on social media!



### *Day After Giving Day:*

- 1** Check your impact by using the Advocate Dashboard
- 2** Remember to thank those who donated using your links
- 3** Send Rachel Greenleaf any important notes/information  
Ex. bad phone numbers, preferred times of giving for donors, etc.