

HOW TO USE THE DASHBOARD

SOCIAL MEDIA AMBASSADOR



HOW TO USE THE DASHBOARD

After you sign in, you can use the ambassador dashboard to start getting the word out to your network. From your dashboard, you can

- Choose the area you want to support
- Ensure you get credit for the donors you bring in
- Send emails
- Share on social media

Your Ambassador Referral Link

You'll be given a custom referral link to track the donors and interactions you generate. This helps you win exclusive merchandise and see the impact of your outreach. This link will be shared with you in each email we send to you throughout the campaign, but you can always find it in your dashboard. You can customize your link to point to the area you're supporting and even create a custom URL using **Change Short URL**.

Choosing Your Affiliations

We want to know who you're supporting so we can help you be the best Ambassador possible! Select all of the areas you'll be promoting and supporting under **Your Affiliations**. You can also do this when you confirm through your ambassador sign-up email.

Share!

Once you've selected your area of support and customized your ambassador referral link, you're ready to share! Try sending an email or posting to social media by clicking the buttons on your dashboard. Note: You will have to log into your email and social media accounts to share directly from the dashboard.

If you prefer not to use the buttons on your dashboard to share, just make sure to always copy and paste your custom ambassador referral link into every email and social media post to get credit for your hard work and win merch!

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Ambassador Dashboard



Thanks for signing up to be a One Day for UWL 2022 Social Media Ambassador!

From this dashboard, you can post to social media and send emails using your unique ambassador giving link. You can also check how many donors you've brought in and how many clicks you've received on content you've shared with your ambassador link.

Check out our Ambassador Toolkit for a step by step guide on how to use the portal and contact Taylor Wilmoth (twilmoth@uwlax.edu) with any questions.

Don't forget to make your gift when the campaign kicks off at 9 am on October 18th!

Thank you for being an ambassador and making a difference at UWL!

Track your impact

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook	0
LinkedIn	0
Twitter	0

Share on social media and send emails with your unique ambassador link

Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.



Your unique ambassador link

Here's your actual referral link to do with as you please:

https://uwlax.scalefunder.com/gday/uwlgivingday?utm_source=sca

Referred Page: UWL Giving Day 2022

Select the destination of your ambassador link

Change Short URL: ?

<https://uwlax.scalefunder.com/amb/>

Save

Shorten and customize your ambassador link

Follow UWL on Social Media to participate in Social Challenges on One Day for UWL!

-  uwlacrosse
-  uwlacrosse
-  uwlacrossevids
-  school/uwlacrosse
-  uwlax
-  uwlax

Count Down to One Day for UWL

Change your profile pictures on Facebook, Instagram, LinkedIn and Twitter.

Images are available for download at uwlax.edu/go/givingday-downloads.



#livemaroon

Don't forget to use the hashtag #livemaroon whenever you post about One Day for UWL!

Ambassador Leaderboard - Win Merch!

Official/enrolled One Day for UWL ambassadors will be qualified to win exclusive merch based on the number of **donors** who use the ambassador's unique ScaleFunder link.

**5-14
DONORS**



**15
DONORS
+ KOOZIE + PEN**

