As more people join in spreading the UWL Giving Day message, we wanted to develop and share a communication plan to provide clarity and consistency in our messaging. Below, you’ll find UWL Advancement’s communication plan, along with supplemental tactics that you and your team can implement to help spread the word to a wider audience.

While it’s exciting to share the UWL Giving Day message with everyone, we want to be very mindful to not overwhelm our donors and alumni with too many communications. We hope the plan below identifies strategies covered by Advancement and outlines areas where your team can help!

You and your team are an instrumental part of the day’s success, helping spread the excitement like wildfire. Thank you for your dedication to making UWL Giving Day successful!
Thank you for being a part of UWL Giving Day!

UWL Giving Day is an opportunity for alumni, students, faculty, friends, parents and staff to come together to support the people, places and programs at UWL that mean the most to them.

As a UWL Giving Day Ambassador, you’ll help us get the word out about Giving Day and ask your network to consider making a donation to support the people, places and programs you care about most. We know that people are most likely to make a gift when asked by a peer or friend. Your participation makes a huge difference because together we are stronger.

What starts here changes the world — and that starts with you. Thank you for being a Giving Day Ambassador and making a difference at UWL!

- 1,407 DONATIONS
- $228,348 RAISED FOR OUR STUDENTS
- 81% OF GIFTS MADE ONLINE

*2020 GIVING DAY SUCCESS
Step 1: Sign Up & Sign In

If you haven’t done so already, sign up to be an official Ambassador at uwlgivingday.uwlax.edu. Don’t forget to confirm through the sign-up email.

If you’ve already signed up, go to the Ambassadors tab on uwlgivingday.uwlax.edu and click Sign in here! This will take you to your ambassador dashboard.
Step 2: 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 gifts you bring in
- Send emails
- Share on social media

Your Ambassador Referral Link

You’ll be given a custom referral link to track the gifts and interactions you generate. This helps you compete for challenge money for the area you support 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 extra prize money for your favorite area of UWL!
Ambassador Dashboard

Thanks for signing up to be a UWL Giving Day 2021 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 gifts 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 Keil Frigo (kfrigo@uw lax.edu) with any questions.

Don't forget to make your gift when the campaign kicks off at noon on November 30th!

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

Your unique ambassador link

[Text area for entering ambassador link]

Select the destination of your ambassador link

[Text area for selecting referred page]

Shorten and customize your ambassador link

[Text area for shortening and customizing the link]
Ambassador Dashboard

Welcome!

Thank you for signing up to be an Ambassador for Giving Day at University of Wisconsin-La Crosse’s Giving Day platform, powered by ScaleFunder.

Before any further steps can be taken, you must click on Confirm Signup button below to confirm your Ambassador signup.

Thank You,

University of Wisconsin-La Crosse Team

Confirm Signup

Welcome, Taylor!

You are now an Ambassador for Giving Day at University of Wisconsin-La Crosse’s Giving Day platform, powered by ScaleFunder.

You can track your impact by sharing your custom referral link:

https://uw lax .scalefunder.com/gday/uwl giving day?utm_source=scalefunder&utm_campaign=amb_sh are&utm_content=12waa1rq12j7pyh lx8skbu1&utm_medium=plain

Thank You,

University of Wisconsin-La Crosse ScaleFunder Team

Share your Referral Link with friends and family to track your impact.

Facebook  Twitter

After sharing, go to your Ambassador Dashboard to see which of your friends gave using your link!
Follow UWL on Social Media

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

Show you are UWL Proud

Change your profile pictures on Facebook, Instagram, LinkedIn and Twitter. Images will be available for download through your ambassador dashboard. Look for the Giving Day profile picture filter on Facebook the week before Giving Day starts!

Ambassador Leaderboard

The three official/enrolled Giving Day ambassadors who receive the most gifts using their unique ScaleFunder link will win the challenge. Donations must come through the ambassador’s unique ScaleFunder link in order to qualify. Winners will be given the opportunity to designate an additional donation to the area of their choosing at UWL.

1st Place - $500 designation
2nd Place - $300 designation
3rd Place - $200 designation
Step 4: Make an Impact

Make Your Gift November 30

Make your Giving Day gift through your own ambassador link. Don’t forget to share on social media after you’ve made your gift and tell your friends why you support UWL!

Share During Matches & Challenges to Win $

There are opportunities nearly every hour to participate in matches and challenges to win extra prize money for the area of your choice. The challenge schedule is at the end of this toolkit. Here’s how you can rally your network to help win challenges:

Check Your Email

We will be emailing you suggestions for easy ways to help your favorite area of UWL succeed. Check your email at least once a day to be sure you don’t miss anything!

Do What Makes Sense for You

There are countless ways to be an amazing Giving Day Ambassador. Do what makes sense for you, whether that’s sharing on social media, sending emails or making phone calls!

Need Help?

If you have questions or need assistance, don’t hesitate to contact us!

Keli Frigo
kfrigo@uwlax.edu
608-785-8494
2021 CHALLENGES:
More than $40,000 waiting to be unlocked!

2021 Goal: 1500 donors in 24 hours!

When 1,500 donors make a gift on Giving Day, over $10,000 will be unlocked for student scholarships!

- College of Business Administration
- College of Arts, Social Science & Humanities
- College of Science & Health (3)
- School of Education
- UWL Gymnastics
- Rollo Taylor Endowment Fund for Men’s Basketball
- UWL Alumni Association
- Graduate Studies (2)
- UWL Rec Sports
- UWL Graduates Of the Last Decade (Gold)
- UWL Employees
- Jo Arney Scholarship
- UWL Parent Fund
- UWL Senior Class Gift
- Murphy Library
- McGinley Opportunity Scholarship