LSU
GIVING DAY
4·30·19
Social Media Ambassadors
**GIVING DAY**

- **WHO:** Every college/unit, LSU Foundation, Alumni Association, and TAF
- **WHAT:** 24 hours of Tigers giving back
- **WHEN:** April 30
- **WHERE:** Online at geauxgive.lsu.edu
- **WHY:** To continue building a culture of philanthropy at LSU
GOALS

100
Social Media Ambassadors

1,860
Giving Day donors
in honor of the year LSU was founded
- **Passionate** students, alumni, faculty, staff, family, and friends
- **LSU advocates** who rally Tigers to participate in Giving Day
- **Digital volunteers** for peer-to-peer communication
- **Key players** in Giving Day’s success
ROLE

- Help us spread the word about Giving Day.
  - Social media
  - Emails
  - Texts
  - Calls

- Keep momentum throughout the 24 hours.
  - Excitement
  - Unity
  - Urgency to give
  - Impact of giving
RESPONSIBILITIES

- Participate in a 30-minute virtual training.
- Join the SMA Facebook group to stay connected.
- Follow us, Alumni Association, and TAF on social media.
- Invite at least five Tigers to participate on Giving Day.
- Use the SMA toolkit to promote Giving Day.
NEXT STEPS

- **Sign up** online from Jan. 30 through Feb. 28.
- **Contact** Angelica Marino with questions.
  - amarino@lsufoundation.org
  - 225-578-7121
- **Be proud** that you are making an impact on LSU’s campus!