



Social Media Ambassadors

The logo for Giving Day features the words "GIVING DAY" in a bold, purple, sans-serif font. The text is centered within a stylized frame composed of two overlapping, slightly offset rectangular shapes. The outer shape is purple and the inner shape is yellow, creating a layered effect.

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

SOCIAL MEDIA AMBASSADORS

- **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!