

# Day of Giving: Ambassador Toolkit

**1887**  
*Strikes*  
APRIL 18-  
APRIL 19 **FAMU**



Contact us by phone or email:  
850-412-5755 or  
[advancement@famu.edu](mailto:advancement@famu.edu).



## 2024 Day of Giving Brand Ambassador Toolkit

Our “1887Strikes” Brand Ambassadors will play a major role for Florida A&M University (FAMU) as we fundraise for 1,887 minutes. Ambassadors will help promote 1887Strikes.com by sharing official graphics, their favorite FAMU memories and encouraging their friends, families, and co-workers to represent FAMU by using the hashtag #1887strikes on April 18 and 19.

### How to make an impact as an “1887Strikes” Ambassador

1. Sign up to be an ambassador at 1887strikes.com.
2. Make a gift to an area on campus that you are passionate about, beginning at 9 a.m. EST on April 18 until 4:27 p.m. EST on April 19.
3. Share branded “1887Strikes” content on your personal social media accounts and your custom “1887Strikes” URL.
4. Encourage your friends to do the same while making a gift to their favorite area on campus, too!

### What is 1887 Strikes?

“1887Strikes” Day of Giving is an 1,887-minute giving campaign devoted to supporting FAMU. Day of Giving will begin Thursday, April 18 at 9 a.m., and end at 4:27 p.m., on Friday, April 19.

### Hashtags for all platforms:

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- #1887Strikes
- #FAMUDOG
- #FAMU Day of Giving
- #1887minutes
- #GivetoFAMU
- #FAMU

**Website:** [www.1887strikes.com](http://www.1887strikes.com)

## Social Media Post Examples

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Let your followers know that for 1,887 minutes on April 18-19, we need every member of the FAMU community to participate in “1887Strikes,” FAMU’s Day of Giving by making a gift of any size to the college/school, department, research initiative, campus activity or program that means the most to them.

These are just suggestions – please put them in your own voice.

- FAMU I love thee! Go to [INSERT YOUR UNIQUE URL\* 1887strikes.com and make your gift today! #1887Strikes, #DonatetoFAMU, #FAMUDayofGiving
- I am proud to STRIKE, STRIKE and STRIKE AGAIN for [Insert Area of Passion]! It is FAMU’s Day of Giving 2024, find out more at [INSERT YOUR UNIQUE URL\* or [1887strikes.com](https://www.1887strikes.com)] #RattlerNation
- SOS! It is FAMU’s Day of Giving, join me by supporting student scholarships. Go to [INSERT YOUR UNIQUE URL\* or [1887strikes.com](https://www.1887strikes.com) #1887strikes
- When the dark clouds gather, you must always remember that the Rattlers will STRIKE, STRIKE AND STRIKE AGAIN! Go to [INSERT YOUR UNIQUE URL\* or [1887strikes.com](https://www.1887strikes.com) to show your support today! #DonatetoFAMU #1887Strikes
- It feels good to be able to give back to FAMU! Did you know your gift today will help hundreds of students to graduate on time? Give today and go to [INSERT YOUR UNIQUE URL\* or [1887strikes.com](https://www.1887strikes.com)] #FAMUDayofGiving

**How to make your gift:** Visit [www.1887strikes.com](https://www.1887strikes.com) to make a gift online or you may contact us by phone at 850-412-5755, or by email at [advancement@famuedu](mailto:advancement@famuedu).

**You may also mail your donation to:**

FAMU Foundation  
625 E. Tennessee Street, Suite 100  
Tallahassee, FL 32308

All checks must be received by April 19, 2024

## Social Media Assets

Join [www.FAMUConnect.com](http://www.FAMUConnect.com) to receive graphics and text to give codes to share on your social media, newsletter and email marketing platforms.

## Frequently Asked Questions

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### What is an 1887Strikes Brand Ambassador?

“1887Strikes” brand ambassadors will help build excitement and spread the word about FAMU’s Day of Giving. Ambassadors will also help make an impact for 1,887 minutes, starting April 18-19, by posting branded content on their social media channels; and encouraging their personal networks to Strike Again for FAMU by making a gift to the area on campus they are most passionate about.

### What kind of resources will brand ambassadors have?

All ambassadors will receive a digital toolkit, text to give code and a custom giving link to post on social media. Sample posts, downloadable graphics and talking points are all available in the social media ambassador toolkit for day-of-use.

### What is “1887Strikes” Day of Giving?

FAMU’s “1887Strikes” Day of Giving is an annual fundraising campaign that allows alumni, students, faculty, staff, parents and families, and friends to come together to support FAMU for 1,887 minutes.

### What does a gift\* support?

Everything! Gifts can be directed to a college/school, department, research initiative, campus activity or FAMU program that means the most to the donor, or it can be applied to an area of greatest need. What matters most is that every Rattler gives and becomes part of the “great things happening every day” at FAMU and to our Rattlers around the world.

\*The minimum gift to be counted for FAMU Day of giving is \$1.

### What is the goal?

Starting at 9 a.m. EST on April 18, we want the FAMUly and friends of FAMU to support the University with 1,887 total donors or more.

### Can students become ambassadors and how do I apply for scholarship money raised?

Yes! Students can raise money for their favorite department on campus or raise money for the Student-led Rattler Relief Fund. There are several donors who will be matching students' gifts, including President Larry Robinson, Ph.D.

Students may apply for scholarships right now at <https://famucare.com> for the 2024-2025 school year until October 2024.

### **Where does my gift go?**

One hundred percent of your gift goes directly where you choose for it to go: your college, school, or department; your favorite program; to a scholarship; Athletics or to FAMU NAA—whatever matters most to you.

### **Is my gift tax-deductible?**

Yes

### **How can I make sure my gift counts during “1887Strikes” Day of Giving?**

Give now until April 19 at 4:27 p.m.

### **Opportunities to support on Day of Giving:**

- FAMU Cares: It provides financial relief for students in the areas of housing, food insecurity and technology.
- FAMU National Alumni Association Save-Our-Students Fund (NAA SOS): The NAA SOS Fund was established to provide retention scholarships for graduating students in need of financial support to make it across the finish line.
- Support the initiatives/priorities of our colleges and schools.
- Rattler Athletic Fund: This fund provides the financial resources that makes the athletic mission possible through scholarships, academic services, facilities, operational support and by hiring championship caliber coaches.

You may view the full list at [1887strikes.com](http://1887strikes.com).

### **Besides giving, how can I help “1887Strikes” be the best giving day ever?**

Let everyone know! Tell your friends, family, and networks that you've made a gift and encourage them to give. Post on Facebook, Twitter or Instagram using the hashtag #1887Strikes. Send an email. Make a call.

Follow us @famucare and @famualumni1887 for live updates.

Thank you for helping us get the word out! You can make an enormous difference in the success of FAMU's annual Day of Giving.

### **Tips to Fundraise for Outreach and Common Objections**

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We need the support of students, faculty, alumni, and supporters of FAMU so that we can continue to fund the programs that move FAMU forward forever.

### **Encourage Participation**

FAMU needs the continuous support of all alumni to help us reach our goal. Remind your fellow alumni and friends that “We’re all in this together.” Even a small gift can make a big impact.

- **“I already gave.”** First, thank those who have already contributed to FAMU. Then, encourage them to consider a second “special gift” to be a part of Day of Giving.
- **“I cannot give due to sickness or health reasons.”** Be sensitive and supportive. Let others know there are other ways to celebrate their FAMU connections on Day of Giving.
- **“I cannot afford to give because of (graduate school, new baby, retirement, new house).”** New donor, alumni and student participation is critical to FAMU’s rankings and continued success. It also increases the value of your degree and commitment to the “College of Love and Charity.” Your gift, no matter the amount, is extremely important. (Consider asking for a gift in the amount of FAMU’s founding year. Ex 1887: \$18.87 or \$188.70 or \$1,887.)