

RIC Giving Ambassador

As RIC Giving Ambassadors, our mission is to increase giving participation among the entire Rhode Island College community. With so many loyal and caring alumni, families, faculty, staff and friends, we are confident we can raise much needed funds to further Rhode Island College's mission through a variety of initiatives each year.



Volunteers like you – who give *and* encourage others to do the same – are key to the success of **#GivingToRIC**. Thank you for joining us as we build a bigger and brighter future for Rhode Island College.

Knowing our volunteers are busy, we ask you to take the following three simple steps to demonstrate your **#RICspirit** and spread the word among your friends and networks. We've even put together a comprehensive guide with timelines and sample messages that you can copy. Use this guide in all your communications to make reaching out to your friends and networks even easier!

1. **Make your gift during a giving campaign.** If you have already made a gift this year, thank you! By making an additional gift of any size, you can help us secure essential funding for what you love most about Rhode Island College.
2. **Email your friends.** Reach out to your network. Ask them to join you in making a gift. Sample email messages and suggested timelines can be found within this toolkit.
3. **Spread the word.** Talk about **#GivingToRIC** on social media. Post your own RIC story on Facebook, tweet why you give or post a selfie on Instagram using **#GivingToRIC**, the campaign's official hashtag.

Get All Your Communication Tools in One Place!

- Comprehensive Communications Guide
- Communications Timeline
- Sample Email Messages

If you have questions about **#GivingToRIC**, contact Chris Schuler, Assistant Director of Annual Giving, at 401.456.8984 or via email at cschuler@ric.edu. You may also visit our website at www.ricfoundation.org.

RIC Giving Ambassador Toolkit: Comprehensive Communication Guide

Your involvement as a RIC Giving Ambassador will help us raise critical funding for Rhode Island College!

TODAY

- Read through this guide and familiarize yourself with the communication timeline, language and social media posting guidelines.
- Make sure to follow Rhode Island College on Facebook, Twitter and Instagram.
 - www.facebook.com/rhodeislandcollege
 - twitter.com/RICNews
 - www.instagram.com/rhodeislandcollege/

DURING GIVING CAMPAIGN

- **Make your gift** at www.ricfoundation.org
- Post throughout the month (see sample posts starting on page 3). Share our social media posts/tweets about **Return to RIC**. Tag your classmates and encourage them to make a gift. And remember to use **#GivingToRIC**.
- Join us on campus to take a selfie with a **#GivingToRIC** sign!
Locations include: **Kauffman Center** on weekdays.
- If you know someone made a gift, thank them. To find out if they did, contact the RIC Foundation 401.456.8407.

AFTER GIVING CAMPAIGN

- Thank your classmates/network for participating. We couldn't have done it without them. (Use the post event sample posts and email messages starting on page 3.)



SAMPLE TWEETS

Together, we can make a difference. Will you join me? #GivingToRIC <<*giving campaign link*>>

My time at @RICNews changed my life, and today, I get to help to do that for others. #GivingToRIC <<*giving campaign link*>>

Support @RICNews today! #GivingToRIC. Make your gift: <<*giving campaign link*>>

My support of @RICNews shows what Rhode Island College means to me. Join me in supporting #GivingToRIC at <<*giving campaign link*>>

Support what you love most about @RICNews! #GivingToRIC <<*giving campaign link*>>

I made a gift to @RICNews. Will you? Together we can make a difference. #GivingToRIC. <<*giving campaign link*>>

[Post-event] Thank you to everyone who made a gift to @RICnews. We proved that together we can make a great impact! #GivingToRIC <<*giving campaign link*>>



SAMPLE FACEBOOK POSTS

[Pre-Campaign] This <<month>> I'm planning to give back to my alma mater, my college, Rhode Island College. I hope you'll join me! #GivingToRIC

[During Campaign] I'm helping Rhode Island College raise critical dollars. Will you join me in supporting the students and families that RIC is serving today? #GivingToRIC <<*giving campaign link*>>

I just made a gift to Rhode Island College! RIC is important to me, and it feels good to give back. #GivingToRIC Make your gift today at <<*giving campaign link*>>

I just participated in #GivingToRIC. RIC is special to me because _____ and I want to help current *students* have the same experience. Support what you love most about RIC by making a gift at <<*giving campaign link*>>

[Post Event] Thank you to everyone who have been generous to Rhode Island College. Your support provided valuable dollars for so many areas of the college. #GivingToRIC <<*giving campaign link*>>



SAMPLE INSTAGRAM POST

Rhode Island College #GivingToRIC on Instagram

Post a selfie on Instagram and be sure to use the campaign’s official hashtag, #GivingToRIC and encourage classmates to “spread the word” and support the giving day by sharing the campaign URL: <<*giving campaign link*>>



SAMPLE LINKEDIN UPDATES

I’m helping Rhode Island College raise much needed funds. Will you join me in supporting the students that RIC is serving today? Make a gift today at <<*giving campaign link*>>

I just participated in #GivingToRIC. RIC is special to me because _____ and I want to help current students have the same experience. Support what you love most about RIC by making a gift at <<*giving campaign link*>>



SAMPLE EMAILS

Copy, paste, and send the email messages below to your friends and networks!

DURING GIVING CAMPAIGN

Subject Line: RIC Needs Us

Dear _____:

As a Giving Ambassador my goal is simple: to inspire people everywhere to come together, demonstrate their #RICspirit, and provide essential funding to support all aspects of Rhode Island College.

I am asking you to help by making a gift at <<*giving campaign link*>>

Together– we can make an impact at Rhode Island College that will be felt by all of the students they educate, and by all of the faculty and staff that dedicate their careers to enriching the lives of students at Rhode Island’s first home of higher education.

AFTER GIVING CAMPAIGN

Subject Line: Thank You

Dear _____:

Thank you for supporting Rhode Island College. Thanks to the support of a dedicated community, gifts of all sizes were made to provide valuable dollars for so many areas across the college. The success of this endeavor would not have been possible without your support. Thank you!