



ADVOCATE RESOURCES

Thank you for partnering with Trevecca as a Giving Day Advocate. Your participation is vital to our success! Our goal is to engage 1,500 alumni, employees, students, parents, churches, businesses and friends of the University in 24 hours. Any amount given is meaningful and reflects our community's incredible spirit of generosity. Together, we'll raise key funds for scholarships, facilities and other initiatives that will support a wide variety of needs across campus.

HERE'S HOW YOU CAN HELP

First, plan to make your own gift at any gift level on March 22. You can use your gift as a challenge or match to encourage friends to join you in making a difference. Giving is simple at trevecca.edu/givingday. You can choose to support a specific Giving Day initiative or designate your gift to be applied to the area of greatest need.

Secondly, spread the word and ask those in your alumni and friends network to give. Help build momentum through sharing a series of social media posts in the weeks leading up to Trevecca Giving Day. We've already created images and wording you can easily use on social media. All you need to do is copy and paste.

HERE'S WHAT YOU CAN SHARE

TWO WEEKS BEFORE

Announce you're an advocate

Post on Wed., March 8

"I'm excited to support Trevecca Giving Day on March 22. For 24 hours, we're coming together to raise much-needed funds for scholarships, facilities and other initiatives across campus. Please join me in giving. Any amount is meaningful and can make a difference. #TNUGivingDay"

ONE WEEK BEFORE

Post a reminder

Post on Wed., March 15

"Trevecca Giving Day is one week from today! Help support our university that is committed to shaping servant leaders. We're raising funds for scholarships and programs that will make a big difference in students' lives. Giving is easy at trevecca.edu/givingday. Thank you! #TNUGivingDay"

THE DAY BEFORE

Share that Trevecca Giving Day is almost here

Post on Tues., March 21

"Trevecca Giving Day is tomorrow! Join me in raising funds for student scholarships, academics, facilities, alumni support and athletics. Any amount given is meaningful and can make a difference! Visit trevecca.edu/givingday. #TNUGivingDay"

ON TREVECCA GIVING DAY

Today's the day!

Post on Wed., March 22

"Trevecca Giving Day is here and we need YOU to help to make a difference in the lives of students who desire to become servant leaders. Any amount given has the power to make a difference. Together, anything is possible! Visit trevecca.edu/givingday. #TNUGivingDay"

OTHER WAYS TO BE AN ADVOCATE

Email your friends and family. Share why you love Trevecca and encourage them to participate in Trevecca Giving Day. A gift of any amount can help us reach our goal of 1,500 partners in 24 hours.

Pick up the phone and make a few calls. Tell people why Trevecca is so important to you and how their generosity could make a huge impact on Trevecca Giving Day.

Post a video to social media. Record a simple selfie-video of your "why." Tell your followers what Trevecca means to you and how every donation counts on Trevecca Giving Day.

Text your contacts. Let them know you'd love to count on them to make Trevecca Giving Day 2023 a huge success.

