



NEVADA STATE
UNIVERSITY



Ambassador Tool Kit



Tuesday, April 30, 2024

9th Anniversary of the Naming of Mount Scorpion!

Welcome aboard, Scorpion's Give Ambassador!

We're incredibly grateful for your commitment to carrying on the incredible tradition of philanthropy established by past Scorpions. This year, with your help, we're aiming to spread the word further than ever before.

Empower Yourself, Empower Others

This toolkit is your one-stop shop for everything you need to be an ambassador for our cause. Dive in and discover how to leverage social media and connect with people around you. Together, we can make a tangible difference in the lives of Nevada State students.





You're an ambassador, now what?

- 1** **Promote Scorpion's Give in the leading days up to the event and on the day of to your network of influence.** The remaining information in this toolkit will provide resources and inspiration for you and your community. Highlight your own Nevada State story and how the experience has impacted your life. Don't forget to use the hashtag #ScorpionsGive when you post!
- 2** **Make a gift on Scorpion's Give!** While not required, we want to encourage each of our ambassadors to give and share a post about why you gave, while inviting other to give with you.
- 3** **Have Fun! This is an exciting day for Nevada State.** We are thankful for your support and hope that you can feel the spirit and impact of Scorpion's Give.



How to set up your own fundraising page

How to set up your own give lively page

- Go to the main Scorpion's Give Donation Page
- Click on: I want to fundraise for this
- Create an account
- Customize your giving page

Text to Donate

Text "ScorpionsGive" to 44-321

Share your page with your network



Donate Now (givelively.org)

How to Post

For all posts, we recommend including:

The hashtag **#ScorpionsGive** and include it as a part of your post. Tag the main **Nevada State University** account, **@NevadaStateU** this is the same across all platforms. You should also include the group you are posting about if they have a social media account. [Click](#) here for a link to all university accounts. (Full link: <https://linktr.ee/NevadaStateU>)

Examples:

- We are extremely excited for #ScorpionsGive!
- Ready to support the incredible work at @NevadaStateU during their annual day of giving! #ScorpionsGive

Important Reminders Regarding University Branding Guidelines
According to the University Brand Guidelines, if using the official university logo and or spirit mark specific guidelines should be followed to adhere with ADA (American Disabilities Act) compliance avoid copyright infringement. To review, please view guide [click here](#). **Full Link:** (https://www.dropbox.com/scl/fi/i03w3h1ce96jzww78qznt/NS_2023_Visual-Brand-Protocol_8.21.23.pdf?rlkey=qwmu3ug0efrmzu7lmbfqx3368&dl=0)



Posting Caption Ideas:

Kicking Off the Day

- Today is the day! Nevada State University's annual day of giving begins NOW! Join in with fellow Scorpion community members to share in the bold and greatness of Nevada State. Together we can build a legacy of opportunity and success for future generations.

Please Share

- We want to hear from you! Support our cause during our Annual Day of Giving by sharing your love of Nevada State. Whether you share our posts or create one yourself, your continued support can make a difference! #ScorpionsGive

Thank You

- Thanks to your generosity, our institution continues to fulfill its mission of promoting excellence and transforming the lives of students and their families for generations to come.
- Together we were able to raise _____ during our annual day of giving. Your continued support proves the work we are doing matters and can make a lasting impact in our community.



These are just examples, please consider customizing your message according to your overall goals and audience.

Consider Answering the Following Prompts

- To me, Nevada State University means _____.
- Every donation counts! Help us reach our goal of _____.
- I am passionate about (specific cause or program) because _____.
- Support me in making a difference at (name organization or cause)!
- By donating or sharing our posts, you can help (specific cause or program) _____ make a difference!
- With your help, we can achieve (specific goal or outcome) _____.
- Support Nevada State during our Day of Giving today!



Content Examples

1. Sharing Scorpion Stories (Top Performing)

Nursing student, Jessica Rayl-Lee, is currently serving in the Air Force Reserves. As of today, she has dedicated 14 years of service, and her unwavering commitment to excellence is shown in her dedication to her career and education pursuits.

“The first step is taking that first class. Once you do, you will find it is easier than you think to continue forward. Do something you love. That way at the end of your career, you can feel like you not only worked a day but got paid to do something you love.”



During Scorpions Give, your generous contributions will help students like Jessica who are taking a step towards a better future. Consider donating today, at NevadaState.edu/ScorpionsGive

2. Sharing Facts

Our first and fierce student’s strength and courage to change the trajectory of their family is truly inspirational and defines what it means to be a Scorpion. Consider donating to Nevada State during our annual day of giving and support Nevada’s future.

3. How Nevada State Invests in Our Students

“Every day that I am at Nevada State, I am reminded of why I believe education changes lives. Now, in 2024 my family will be able to watch me graduate with two bachelor’s degrees, whilst being completely one hundred percent debt free, all because Nevada State University understands the importance of following our dreams and doing what makes us happy,” Lesly Arias, Nevada State Secondary Education and English major.



Talk About Scorpion's Give

Want to promote Scorpion's Give thorough other channels than Social Media? **Reach out via text.**

Space out your messages: Send one text message per day over three days to 5-10 people. This keeps the conversation natural and avoids overwhelming them.

Start a conversation: Focus on sparking a conversation in the first text instead of directly asking for donations. Ask a question, share a relevant anecdote, or mention something you have in common.

Here's an example of how you could structure your messages:

Day 1: "Hey [Name], How's it going? I'm volunteering with [cause] to support [brief explanation of the cause]. They're doing some great work, and I was thinking of you!"

Day 2 (if they respond): "That's awesome to hear! [Respond to their previous message]. Did you know [interesting fact about the cause]?"

Day 3 (if they continue engaging): "No doubt! If you're interested in learning more or supporting their work, I can send you a link. No worries if not!"

Respond with the link: When someone shows interest, be ready to send your personalized donation link in a separate text. This shows you're attentive to their response.

Personalize it! Texting is a personal channel. Use a friendly tone and customize the messages to sound like yourself. This builds a stronger connection with the recipient.

Remember, these are just templates. Feel free to adapt them to fit your cause and personality!



Conquer the Call: Tips for Scorpion's Give Phone Calls!

You're a Scorpion's Give Ambassador! That means you're a champion for a cause that makes a real difference. These calls you're about to make will be instrumental in raising vital funds for Nevada State students. Let's dive into some tips to make your phone appeals impactful and enjoyable!

Preparation is Key:

- **Know your "why":** Briefly rehearse why Scorpion's Give matters to you. This passion will shine through on the call!
- **Review the talking points:** Familiarize yourself with the provided information, but don't feel tied to a script. Authenticity resonates!
- **Target timing:** Aim for calls during Olivet's Day of Giving for maximum impact.

Making the Connection:

- **Start friendly:** A warm greeting and a quick "How are you?" sets the tone for a positive conversation.
- **Personalize it:** Mention a shared experience or something you know about the person to build rapport.

Spreading the Word:

- **Express your support:** Share that you've already donated, then explain why. This sets a positive precedent. Invite their participation: Use phrases like "I wanted to see if you might be interested in making a difference" instead of direct asks.
- **Highlight impact:** Briefly explain how donations directly help Nevada State students.

Making it Easy to Give:

- **Offer options:** Mention online and text donation options.
- **Leave the door open:** End with a call to action like "Would you like to hear more?" or "Feel free to call me back if you have any questions."

Remember:

- **Be yourself:** Your genuine enthusiasm will inspire others! Focus on conversation: Listen actively and respond to their interests.
- **Express gratitude:** Thank them for their time, regardless of their decision.
- **Leaving a voicemail?:** Briefly state your call's purpose and offer to chat later.
- **Bonus Tip:** Track your calls! Jot down names and outcomes to stay organized and motivated.

With each call, you're making a difference for Nevada State students



Spreading Gratitude

How to Thank Your Scorpion's Give Supporters

How to Thank Your Scorpion's Give Supporters

You did it! Thanks to your amazing efforts, Scorpion's Give is closer to reaching its goals and supporting Nevada State students. Now, let's show our appreciation to everyone who contributed with heartfelt thank you messages.

No matter how they donated, a little gratitude goes a long way! Here are some tips to craft personalized messages for different channels:

Social Media:

- **Post a heartfelt message:** Thank your followers for their generosity and highlight the impact of their donations.
- **Tag individual donors (if permitted):** This shows extra appreciation and encourages others to give.
- **Share photos or videos:** Use visuals to showcase the cause and its beneficiaries.

Text Messages:

- **Keep it personal:** Use the donor's name and reference their specific contribution.
- **Express sincere thanks:** A simple "Thank you for your amazing support!" goes a long way.
- **Offer updates:** Briefly mention how their donation will be used to make a difference.

Phone Calls:

- **Start with genuine warmth:** Thank them by name and express your appreciation for their call.
- **Personalize your message:** Mention something specific about their conversation or their reasons for donating.
- **Share the impact:** Briefly explain how their contribution directly helps Nevada State students.



Here are some message templates you can adapt:



General Template:

Dear [Donor Name],
Thank you so much for your generous donation to Scorpion's Give! Your support will directly help Nevada State students achieve their dreams.
We are incredibly grateful for your belief in our cause.
With sincere appreciation,
[Your Name]

Social Media Template:

A huge thank you to everyone who donated to Scorpion's Give! Because of you, we're one step closer to [Specific goal]. Together, we're making a real difference for Nevada State students! #ScorpionsGive #ThankYou

Text Message Template:

Hi [Donor Name],
Thanks so much for your donation to Scorpion's Give! Your generosity means a lot. Your contribution will help [Briefly mention how the donation will be used].
Thanks again!

Remember:

- Be sincere and express your genuine gratitude.
- Personalize your messages whenever possible.
- Keep it concise and easy to read, especially for social media and text messages.

By showing appreciation to your donors, you're not just saying thank you, you're building stronger relationships and encouraging future support. Let's keep the momentum going for Scorpion's Give!

Ending thank you message to ambassador

You are the heart of Scorpion's Give! Your time, dedication, and willingness to connect with others are what make this fundraising effort possible. Thanks to your efforts, Nevada State students will receive the crucial support they need. We are incredibly grateful for your commitment to this amazing cause.

Together, we are making a difference!



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