

## Viktory Day of Giving Ambassador Social Media Toolkit

# Social Media Toolkit

We love Grand View and we love YOU for helping to spread the word about Viktory Day on April 22. Below is everything you need to be an Ambassador.

### **Sample Instagram, Twitter and Facebook Post (Be sure to add your personal link to donate)**

I love Grand View!! Join me and be one of the 800 donors to celebrate everything we love about Grand View. Share the love and donate today! *(Include your link to donate here)* #ViktoryDay #VikingforLife

Happy Viktory Day! I love GV and today I share my love of Grand View by being one of 800 donors on Viktory Day. Join me and donate today! *(Include your link to donate here)* #ViktoryDay #VikingforLife

### **Sample LinkedIn Post (Be sure to add your link to donate)**

Grand View University has an abundance to offer its students- in and out of the classroom and on and off the field! Today is their annual Viktory Day of Giving, our goal is to reach 800 donors to support GV in 24 hours. Join me today as we celebrate Viktory Day with a gift to your favorite department, team, or program!

### **Sample Email**

Dear (name),

Today Grand View University celebrate Viktory Day of Giving to support Grand View students. I appreciate all the opportunities that Grand View offers its students. Grand View students are challenged in the classroom, given opportunities on the athletic field and make an impact in their community. Join me and celebrate Viktory Day as one of the 800 donors on this day. You can make a gift here *(Include your link to donate here)*.

### **Social Media Images**

*Coming Soon!*

## FAQs

### **What is a Viktory Day ambassador?**

Ambassadors help spread the word on Viktory Day and inspire friends and family to be one of the 800 donors. #ViktoryDay ambassadors are encouraged to celebrate GV via social media, text message, email - whatever works best for you. Be sure to check out the Social Media Toolkit for

images, sample posts, and more! Each Ambassador will receive a personalized link to track how many friends and family make a gift!

### **What do I need to do as a Viktory Day ambassador?**

There are many ways to celebrate GV on Viktory Day. Here's how to join in:

1. **Check out [our website](#)** to familiarize yourself with all the fund options, challenges, matches and leaderboard.
2. **On Viktory Day, April 23rd, share your link and all you love about GV with family and friends.** Ambassador links allow you to spread the word and help our giving team keep track of donations that you bring in!
3. **Keep track** of the day's success via the leaderboards.
4. **Post on social media using #ViktoryDay**, your unique referral link, and images from the Social Media Toolkit.

### **How do I sign up to be an Ambassador?**

1. **Visit [grandview.edu/ViktoryDay](http://grandview.edu/ViktoryDay)**
2. **Click the share button.**
3. **Enter** your name and preferred email when prompted.

### **I've already signed up- how do I get my personal donation link?**

You should have received an email the day you signed up. Can't find it? Contact [cspenheim@grandview.edu](mailto:cspenheim@grandview.edu) to request your link be resent.