



JEFFERSON GIVING DAY 2024

#JEFFERSON200 | APRIL 18, 2024

Ambassador Training

PRESENTER:

Janice Ridolfi, Client Solutions Consultant at RNL

**giving
DAY**
Creating Our Third Century



Today's 5-Minute Training

Topics Covered...

1. What it means to be a Ambassador?
2. How to sign-up!
3. How to be an effective Ambassador...

The top banner features two astronauts in white space suits floating against a blue and green background. Faint, large numbers (1, 2, 12) are visible, suggesting a clock face. The text 'GIVING DAY AMBASSADORS' is centered in white, bold, sans-serif font.

GIVING DAY AMBASSADORS

Help Spread the Word

- What do Ambassadors do?
 - Share with your networks and drive excitement on Giving Day
 - Share your personal fundraising link through email and social media.
 - Help influence/ inspire your networks to give!

Signing Up/In

Go to: [Jefferson Giving Day 2024 / Sign Up](#)



We want YOU to help promote Jefferson Giving Day by joining the Social Media Ambassador team! Post to your personal accounts using our [social media toolkit](#) and help us spread the word about Jefferson Giving Day using [#Jefferson200](#). Your 10 minutes of work could help reach, or even exceed, our donor goal for the 24-hour challenge.

Sign-up to get started and follow us on social media!

Jefferson Health:

- Instagram: @JeffersonHealth
- Twitter: @TJUHospital
- Facebook: @JeffersonHospital

Thomas Jefferson University:

- Instagram: @JeffersonUniv
- Twitter: @JeffersonUniv
- Facebook: @JeffersonUniv

Become an Ambassador!

Sign up to increase your impact!

Enter your email to get started...

Sign Up

OR

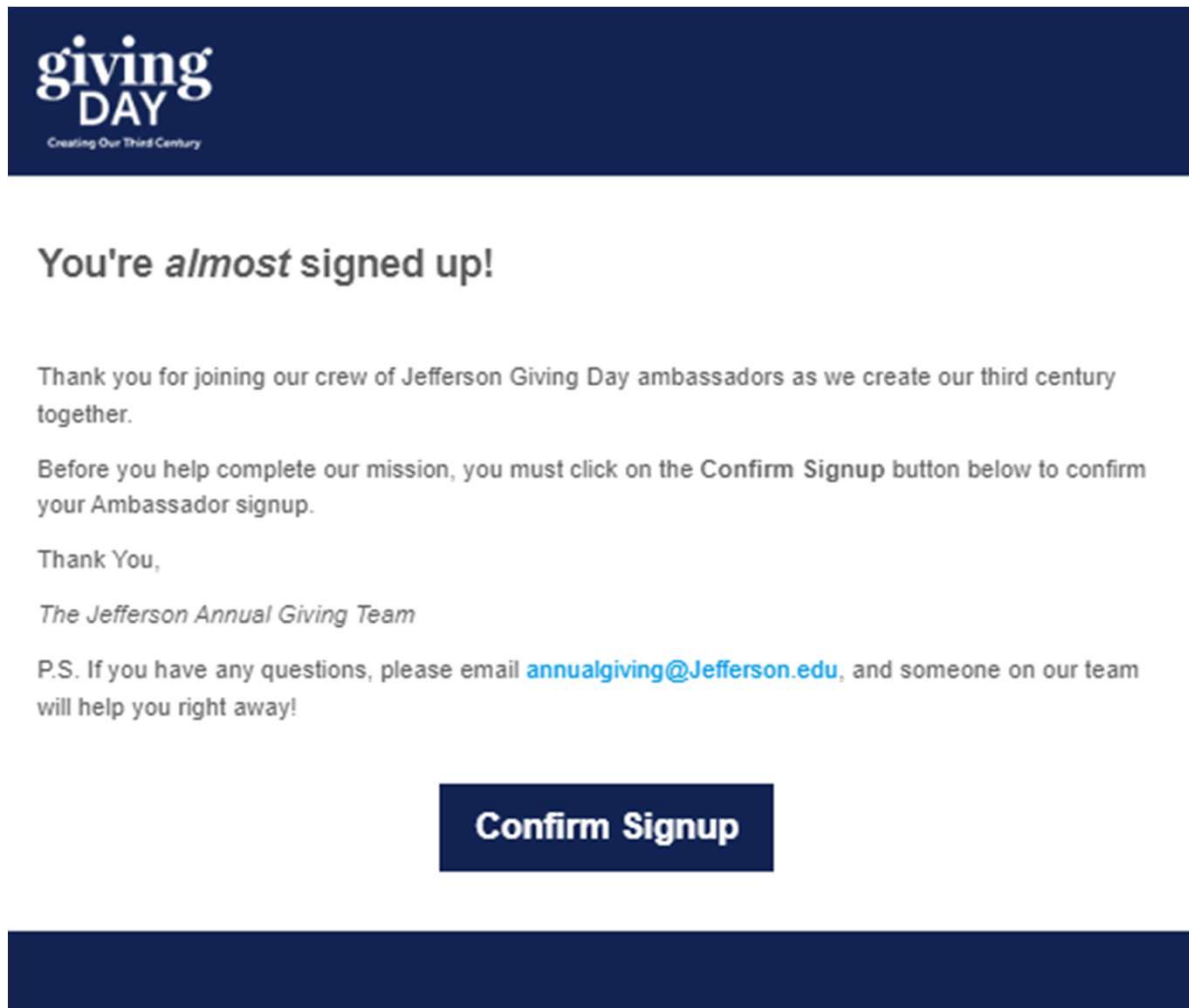
 Continue with Facebook

Already an Ambassador?

Sign In

Your Account Creation Emails

Sign-up Email



Your Account Creation Emails

Welcome Email

Your Referral Link




Easy Share Buttons



Link back to Dashboard





Hello Janice:

We're thrilled to welcome you to the team of Jefferson Giving Day Ambassadors!

Use the Ambassador dashboard and resources to help spread the word about our mission: Jefferson Giving Day. Celebrate your Jefferson initiative and let others know they can support Jefferson by joining you and making a gift on April 18 before midnight!

Our goal is 2,700 gifts in just 24 hours. You can track your impact by sharing your custom referral link: https://givingday.jefferson.edu/giving-day/89759?utm_source=scalefunder&utm_campaign=amb_share&utm_content=aynz380y0hcr4gcwy3hh7ik&utm_medium=plain

We've got some exciting prizes and giveaways to keep your competitive spirit alive. Stay tuned for updates and stay engaged throughout the day – you won't want to miss what's in store!

So grab your phone or laptop, and start spreading the word— it's time for lift-off!

With Gratitude,

The Jefferson Annual Giving Team

P.S. If you have any questions, please email annualgiving@Jefferson.edu, and someone on our team will help you right away!

Share your Referral Link with friends and family to track your impact.

Facebook

X

After sharing, go to your [Ambassador Dashboard](#) to see which of your friends gave using your link!

Your Ambassador Dashboard

Share your link & track your progress

Jefferson Giving Day 2024

04/18/2024 12:00 AM EDT - 04/18/2024 11:59 PM EDT

Thanks for signing up to be a Jefferson Giving Day Ambassador!

You can now start sharing your referral link with colleagues, family, and friends. You'll receive credit for any donation made through it, so you can come back here often to track your impact.

For your convenience, you can use these share buttons to quickly prepare an email or social media post containing your referral link:

Here's your actual referral link to do with as you please:

https://givingday.jefferson.edu/giving-day/89759?utm_source=scalc

Referred Page: Jefferson Giving Day 2024 ▾

Change Short URL: ?

<https://givingday.jefferson.edu/amb/>

Save

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

ebook	0
	0
	0



Your Ambassador Dashboard

Customize your link & save a short URL

Here's your actual referral link to do with as you please:

https://givingday.jefferson.edu/giving-day/89759?utm_source=scale

Referred Page: Jefferson Giving Day 2024 ▼

Change Short URL: ?

<https://givingday.jefferson.edu/amb/>

Save

Ambassador Images and Toolkit

All you need to be a successful ambassador!

Use these exclusive images on your social networks to spread the word!

Save the Date - Facebook & LinkedIn Image



 Download

Save the Date - Instagram Image



 Download

Save the Date - Instagram Story Image



We want YOU to help promote Jefferson Giving Day by joining the Social Media Ambassador team! Post to your personal accounts using our [social media toolkit](#) and help us spread the word about Jefferson Giving Day using [#Jefferson200](#). Your 10 minutes of work could help reach, or even exceed, our donor goal for the 24-hour challenge.

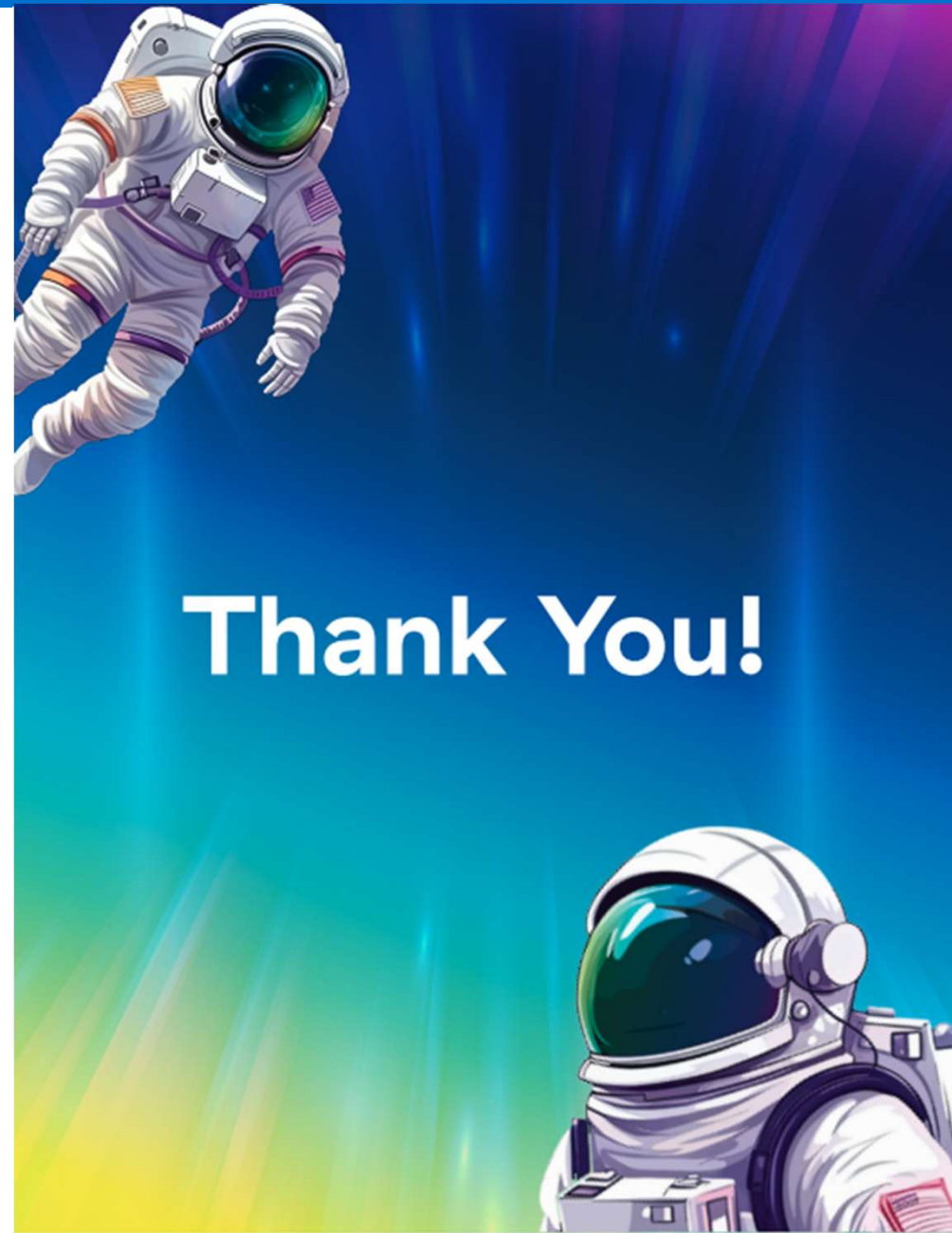
What to share?

Effective ambassadors share personal stories & anecdotes

- What are you passionate about in relation to Jefferson?
 - My degree helped land my dream career.
 - Jefferson provided me with a network of friends and opportunities.
 - I want to pay it forward and help support student success.
- What is your favorite Jefferson memory?
 - What is your favorite place on campus? Why?
 - What was your favorite class/professor?
 - Who was a person you made a lifelong connection with?
- What made you decide to study/work at Jefferson?
- What made you send your student to Jefferson?

Ambassador Next Steps

- Sign-up at [Jefferson Giving Day 2024 | Sign Up!](#)
- Check out the Ambassador Dashboard, Images & Toolkit Materials!
- Think about your Jefferson story!
- Get excited for Giving Day!
- On April 18th– share!



Contact Information

Questions

- Visit [Jefferson Giving Day 2024](#)
- Read the FAQ on the Giving Day website
 - Check out the Ambassador section

Thank you for your support on Jefferson Giving Day. This day could not be successful without advocates like you. We're incredibly grateful.

Questions? Please contact Sarah Wright:
sarah.wright@jefferson.edu or call 215-955-0977.