

Be the Difference: Advocate Toolkit

Thank you for volunteering to support Be the Difference, Southwestern University's push to 28% alumni participation! Use the resources below to help spread the word about our fiscal year ending on June 30. Make sure to follow Southwestern University on Facebook ([Southwestern University](#)), Twitter ([@SouthwesternU](#)) and Instagram ([@SouthwesternU](#)). Questions ? Feel free to contact Lauren Light (512) 863-1208 or lightl@southwestern.edu.

Graphics for Download

We have created several special Be the Difference images for you to use this month. They can be downloaded [here](#). You can also use your own personal pictures from your time at Southwestern or since you have graduated at homecoming, gatherings with friends, local association events, etc. You can email Lauren a horizontal personal photo for a custom 'Be the Difference' graphic.

Communications Calendar

Southwestern will be sending emails throughout the month of June as well as calling and making social media posts and ads. In the midst of our communications, don't forget that nothing can beat your personalized peer-to-peer outreach! Please look at the suggested communications timeline for your own messaging.

WEEK ONE (June 1-June 7)

Announce Be the Difference on social media!

Make your gift at southwestern.edu/bethedifference.

Tag your former classmates and friends to encourage them to make their gift. Encourage your friends to [join you as an Advocate](#).

WEEK TWO (June 8-14)

Share the reasons why you love Southwestern and choose to give back, while encouraging your classmates to make their gift at southwestern.edu/bethedifference.

WEEK THREE (June 15-21)

Share a story about a person, group, or organization that made the difference in your *Southwestern Experience*!

WEEK FOUR (June 22-28)

Remind your networks that this is the last week of the fiscal year.

JUNE 29-30

Help us count down the final days of the fiscal year. Emphasize how easy it is to Be the Difference!

JULY 1

Share results and our thank you graphic.

Sample Social Media Messages

Southwestern changed my life, and I want to be the difference for current and future students. Join me and participate in giving back during the month of June! #BetheDifferenceforSU southwestern.edu/bethedifference

Join me to support current and future Pirates. Together, we can reach the goal of 28% alumni participation! #BetheDifferenceforSU southwestern.edu/bethedifference

Be the Difference for Southwestern and make your annual gift by June 30! #BetheDifferenceforSU southwestern.edu/bethedifference

I give back to Southwestern because _____. Join me in supporting Southwestern and make your gift today. #BetheDifferenceforSU southwestern.edu/bethedifference

I give back to support [INSERT DEPARTMENT/AREA]. When you give, you decide what area of campus you want your gift to support! #BetheDifferenceforSU southwestern.edu/bethedifference

We are XX donors from hitting our goal of 28% alumni participation! Be the Difference with a gift of any size! #BetheDifferenceforSU southwestern.edu/bethedifference

Email Sample Template

Subject: Will you be the difference?

Dear _____:

During the month of June, Southwestern is asking you to Be the Difference as we need Pirates across the globe to come together to in support of current and future students. .

Gifts of any size are meaningful as our collective support of Southwestern opens the doors for transformational educational experiences for our students in and outside of the classroom. I hope you will join me and make a gift by June 30. You can make your gift to any academic department, scholarship, or other area that had an impact on you during your time at Southwestern.

So show your pride and #BetheDifferenceforSU by June 30. If you make a gift of \$25 or more, you'll receive your choice of reusable tote bag. Visit southwestern.edu/bethedifference to learn more!

Thanks,

[YOUR NAME]

P.S. Help spread the word about this important month on social media. Every post you make using #BetheDifferenceforSU will contribute to the success of the month.

Advocate Contest

Our top three gift-generating advocates will be specially recognized during their year's Homecoming festivities October 4-6. All advocates who generate two gifts, will receive their choice of reusable Southwestern tote bag.

To participate, [make sure you are signed into GiveCampus](#) or email Lauren (lightl@southwestern.edu) for your unique link so we can see your efforts. Good luck!



Cullen

Pirate Bike