

How to Become an Advocate for 1Day4DU and the University of Denver

Make an impact on the project you support by encouraging your classmates, family, and friends to support DU on GiveCampus!

It's easy. Here's how:

✓ Create an Account (or if you already have one, log in)

- ▶ We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to GiveCampus.
- ▶ Head to givecampus.com and click 'Log In' at the top of the page.
- ▶ Create an account from there!

★ Consider Your Own Gift

- ▶ Lead by example and make your own gift early. It's much easier to ask your friends and family to **join you** in making a gift when you've already done it yourself!

👛 Offer a Match (or Challenge)

- ▶ Leverage your gift and encourage others to give via a match or challenge.
- ▶ Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes

✉ Share, Share, Share

- ▶ The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- ▶ Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!

👥 Tell Your Story

- ▶ Create a Personal Plea and post it to the campaign page!
- ▶ Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!
- ▶ Here are [10 Tips for a Great Fundraising Video](#)

1Day4DU Crowdfunding Advocates

University of Denver

Advocates are an integral part of the GiveCampus experience. Advocate engagement features are a defining experience of the GiveCampus platform that allow volunteers to increase their impact by spreading awareness, encouraging their peers/network to join them in giving in the process. **Active Advocates are a key indicator to a campaign's success.**

The first step to becoming an Advocate is to sign up for a GiveCampus user account by clicking "Sign Up" in the top right of any page on [GiveCampus](#). Once a supporter is signed up for and logged into their GiveCampus user account, they can become a campaign Advocate by taking one-- or better yet, all!-- of the following steps:

1. Consider their own gift! Great advocates lead by example and they can leverage their gift to encourage others to give! Offering a Match means that an Advocate will give a number of dollars for each dollar or donor that the campaign receives up to a specified maximum gift amount. Matches can be restricted to only apply to donors from an affiliation group, class year, or even a specific group of friends by email address. Offering a Challenge means that an Advocate will make a gift *only* if the campaign receives a certain number of donors or dollars after the Challenge is created. Challenges cannot be restricted to specific donor groups. For further reading on Matches and Challenges, check out [this resource](#).

2. Create a Personal Plea. A Personal Plea is a video in which an Advocate tells their community why they're getting involved with the campaign and why others should set up, too. The most popular format for Pleas is simply a short selfie video recorded on a cell phone-- no need to get fancy! Personal Pleas can be uploaded via the campaign 'Advocates' tab. After an Advocate uploads their Personal Plea, it will be reviewed by a member of the GiveCampus team before it is approved and posted. A button to watch the video will appear next to Advocates' names on the campaign's Advocates tab.

Here are [10 Tips for a Great Fundraising Video](#)

3. Share the campaign link. The built-in sharing buttons (located underneath the campaign video and on the Advocates tab) generates a campaign link that is unique to the Advocate that clicks on it. When an Advocate uses these buttons to share the campaign link, the number of clicks, gifts, and dollars generated by their outreach will be tracked on the Advocates tab. It's important to make sure that Advocates know that they need to be logged into their GiveCampus user accounts for their impact to be tracked next to their name. If someone uses the sharing buttons without being logged in, their impact will be tracked in the 'Community Advocates' group on the Advocates tab. We encourage Advocates to share early and share often!

Advocate FAQs

Step 1: Create a GiveCampus user account

- **FAQ: Our campaign is not live yet. Is there somewhere else I can go to create an account?**
 - Yes! Head to the [University of Denver GiveCampus homepage](#).
- **FAQ: I signed up for a GiveCampus user account. Am I an Advocate yet?**
 - Nope! Simply signing up for a user account does not an Advocate make. Anyone can create a GiveCampus user account, but becoming an Advocate means taking active steps to promote the campaign to others. In order to become an Advocate, you must first create and/or log in to your GiveCampus user account, and then use one-- or better yet, all!-- of the Advocate tools.
- **FAQ: I already created a GiveCampus user account for last year's giving day, or for a campaign at my other affiliated institution. Do I need to create a new account for this campaign?**
 - Nope! GiveCampus user accounts are universal to the entire GiveCampus community-- you don't need one user account per campaign or one user account per Partner institution. Keep logging into the same user account for campaign after campaign and watch your user profile light up with your continued Advocacy!

***Pro Tip: Ask your Advocates to create their user accounts during your conversations and trainings.**

***Pro Tip: Begin every call-to-action you send with a reminder to log in to their GiveCampus user accounts before using the Advocate tools. It's just that important!**

Step 2: Consider your own gift

- **FAQ: I made an outright gift via the 'Give Now!' button on the campaign page. Am I an Advocate?**

- Nope! But thank you for your generosity! Outright gifts via the 'Give Now!' button make you a donor, but not an Advocate. A person only becomes an Advocate when they take an action using the Advocate tools to inspire others to get involved with a campaign. If you'd like to make a gift that can inspire others to get involved with a campaign-- and therefore recognize you as an Advocate right away -- consider offering a Match or Challenge.

- **FAQ: When should I give?**

- As soon as possible! We encourage Advocates to go ahead and make a gift or offer their Matches and Challenges as soon as possible -- and before the public campaign launch, too. This is a great way to boost the #PhilanthropyFOMO factor: when the first wave of donors visit the campaign page after the official public launch, they'll be more inspired to give if they can see that their gifts will go further because their peers have offered Matches and Challenges. When other donors see that Advocates are offering Matches and Challenges and making gifts early in the life of the campaign, they'll be more likely to give or consider a Match or Challenge of their own!

***Pro Tip: Do you have an Advocate who is extra-eager to have their name added to the Advocates tab ASAP? Encourage them to offer a Match or Challenge-- if they're logged into their GiveCampus user account when they do so, their name will instantly be added to the Advocates tab.**

***Pro Tip: Restricted matches can add tons of excitement and urgency to a campaign, and your Advocates are the donors most likely to leverage a tool like this early. Encourage Advocates to consider offering a matching gift that is restricted to an affiliation group, a class year, a designation, or a list of specific donors by email address.**

Step 3: Create and upload a Personal Plea

- **FAQ: I don't have a video camera, and I don't know how to edit film. Can I still make a Personal Plea?**
 - Yep! The vast majority of Personal Pleas are simple selfie videos made on smartphones. There's no need to use sophisticated equipment, write a script, or edit your video. Personal Pleas don't need to be fancy to be effective, but don't be afraid to get creative by bringing in kids, pets, or donning school pride gear. Just be yourself, be authentic, and tell a compelling story!
- **FAQ: I uploaded my Personal Plea and went back to the campaign page, but I don't see my video yet. Why?**
 - You'll see it soon! Each and every Personal Plea is reviewed by a member of the GiveCampus team to ensure that it's up to school standards before it is approved and posted to the campaign page.
- **FAQ: When should I post my Personal Plea?**
 - *As soon as possible!* Uploading your Personal Plea as soon as possible-- and preferably before the public launch of the campaign-- is a great idea. When the first wave of donors visit the campaign page, they'll be all the more inspired to give if they can see the faces and stories of their peers on the campaign page.

***Pro Tip: No one likes to be the first to do something-- especially when it involves being on camera! Inspire your Advocates by taking the plunge and being the first to upload a Personal Plea.**

Step 4: Share the campaign link using the built-in sharing buttons

- **FAQ: When should I share the campaign link?**

- *Short answer: as early and as often as possible! Long answer: it depends on the type of campaign.* For time-based campaigns like giving days or week-long challenges, Advocates may be asked to refrain from sharing the campaign link until the official public launch of the campaign-- even though Advocates may have been given early access to the campaign page to stake Matches and Challenges and upload Personal Pleas. But after the public launch of the campaign, let the sharing blitz begin! Share the campaign link with updates about campaign milestones, screenshots of Leaderboards to rally your class year or designation, and to spread the word about exciting Matching or Challenge gift opportunities.
- **FAQ: I shared the campaign link, but my name isn't showing up on the Advocates tab. Why?**
 - This can be due to any of the following reasons:
 - *You weren't logged into a GiveCampus user account when you shared the campaign link.* The link that is generated via the sharing buttons will only track impact to a specific Advocate if that Advocate was logged into their GiveCampus user account when they used the sharing button.
 - *You shared a campaign link other than the link that is generated via the built-in sharing buttons.* Only the link that is generated via the sharing buttons is unique to a specific Advocate, and can therefore be used to track a specific Advocate's impact. Copying the campaign URL from a browser won't track to a specific Advocate.
 - *No one has clicked on the link yet.* An Advocate's name won't appear on the Advocates tab-- and their sharing impact won't be tracked-- until at least three other people in separate browser sessions click on the Advocate's link and visit the campaign page. This is both to celebrate Advocacy that inspires *others* to get involved with the campaign as much

as possible, and to prevent any (well-intentioned, of course 😊) misuse of the tool such as sharing an Advocate link to a private feed or gaming the impact tracker by an Advocate repeatedly clicking on their own link.

***Pro tip: When asking your Advocates to share the campaign link, emphasize the importance of writing their own call-to-action messages with the link. The language should convey why the Advocate is getting involved with the campaign and why others should get involved, too. The more personalized and authentic the case for giving, the more effective the Advocacy.**

***Pro tip: Encourage your Advocates to share the campaign link both on social media and over text and email. Sharing over social media is a great way to make sure that Advocates' friends' feeds are 'flooded' with posts about the campaign, and so that folks can see that the campaign is publicly tied to their peers' names and faces. Direct peer-to-peer sharing over email, text message, and direct message within Facebook or Instagram often generates the most gifts to a campaign-- it's much harder for a would-be donor to ignore a direct ask from a peer.**

***Pro tip: Intentionally save this step for last when instructing your Advocates on their volunteering activities. Sharing the campaign link via the sharing buttons can have a huge impact on a campaign, and we've found that the sharing buttons are often the most-used Advocate feature. However, you should do your part to avoid the sharing buttons becoming the *only* tool your Advocate's use. Rev up the excitement about Matches, Challenges, and Personal Pleas by sharing these tools first and showing great examples of their use *before* diving into the sharing buttons.**