



Volunteer Toolkit

OVERVIEW

Marywood's Annual Giving Day is a 24-hour 'Day of Giving' campaign that unites members of the Marywood community such as alumni, parents, students, faculty, and staff. Our collective efforts during these 24 hours make students' dreams a reality and support the future of Marywood.

When: 3.20.24

Goal: As many donors as possible with challenges to unlock special gifts throughout the 24-hour period. Encourage others to live into the dream of our founders by empowering others through education, by supporting scholarships, the arts, athletics, student experiences, and so much more.

HOW YOU CAN HELP MAKE YOUR IMPACT

- Inspire others to participate in Giving Day 2024!
- Invite others to join you in making a difference for Marywood students
- RSVP and share our Facebook Event with your friends: [Giving Day Facebook Event page](#)
- Add the event to your Google Calendar and invite your friends: [Giving Day 2024 Google Calendar Invite](#)

- Share social media posts and giving updates throughout the day (space it out to maximize reach)
- Remind others – do something personal – an email, text, in person or via the “Leave a note” tab in our Giving Day page – you can use this tab to interact with others and create excitement about Giving Day or a specific project.
- Use the social media share buttons from our giving page (top right corner) to invite others to make a gift during Giving Day 2024.
- Watch and support new Giving Day challenges released throughout the day. Follow the progress of your favorite projects and help them reach their goals.
- Make a gift directed to the project(s) near and dear to you and encourage others to do the same!

WAYS TO MAKE A GIFT ON MARCH 20TH

- **Credit Card, PayPal, and Apple Pay:** Online at marywood.edu/givingday. You can also use the QR code provided below, text **MARYWOOD** to **71777**, or call the Office of University Advancement at 570-348-6238.



- **Stock gifts:** Please notify the Office of University Advancement at development@marywood.edu if you initiate a stock transfer for Giving Day.
- **Check:** Mail a check dated for 3/20/24 to the address below or stop by Maria Hall. Please include your gift designation and “Giving Day 2024” in the memo line.

*Marywood University
Office of University Advancement 2300 Adams Ave
Scranton, PA 18509*

SAMPLE COMMUNICATIONS

EMAIL Sample Email – before Giving Day



Hello!

In just ___ days, members of the Marywood community will come together once again for Giving Day 2024. Giving Day is a 24-hour 'Day of Giving' campaign that empowers Marywood students through support of scholarships, music, art, athletic, student experiences, and so much more.

When: 3.20.2024 (Wednesday)

How you can get involved and participate in Giving Day 2024:

- Join the [Facebook Event](#) – It doesn't matter where you will be on 3.20.2024 – you can participate from anywhere around the world! RSVP and make sure you share the event with your friends and family.
- Add the event to your [Google Calendar](#) and invite others to mark their calendars.
- Volunteer and inspire others to join YOU on Giving Day 2024. Spread Marywood cheer on social media.
- Offer a Giving Day Challenge Gift. Challenges encourage others to participate and unlock additional funds to support your favorite project(s).

For more information about Giving Day 2024, volunteer opportunities and challenge gifts, visit www.marywood.edu/givingday or email development@marywood.edu. I hope you can join me!

-YOUR SIGNATURE

Sample Email – March 20th (Day of)



Hello!

Today is the day! It is Giving Day 2024! Our collective efforts during these 24 hours make Marywood students' dreams a reality. Here is how YOU can make YOUR impact today:

- *Inspire others to join YOU today. Just like I'm reaching out to you, reach out to other fellow Pacers and people in your network and ask if they can support Giving Day by making a gift today!*
- *Watch and support new Giving Day challenges released throughout the day - you can encourage participation to help us unlock special gifts.*
- *Follow the progress of your favorite project(s) and help them reach their goals.*
- *Support your favorite project(s) by making a gift today:*
 - **Online:** marywood.edu/givingday
 - **By Phone:** 570-348-6238
 - **By text:** Text MARYWOOD to 71777

I hope I can count on you to join me in participating in Giving Day 2024. Remember...Marywood starts with YOU!

-YOUR SIGNATURE

TEXT MESSAGES

Sample:

• Leading up to 3.20.2024:

Hi! The countdown to Giving Day 2024 has begun! Mark your calendar and check out www.marywood.edu/givingday for more information!

• On 3.20.2024 (Day of):

Hi ____, today is Giving Day 2024. Can you help?

Reply maybe: I hope you will join me in supporting this special day. You can check out the Giving Day site for more information www.marywood.edu/givingday. Make YOUR impact today!

Reply yes: Wonderful! Spread the Marywood cheer and don't forget to support the project(s) you are passionate about. You can make your gift at www.marywood.edu/givingday or text **MARYWOOD** to **71777**.

SOCIAL MEDIA

Sample Facebook, X, Instagram, and Snapchat Messages: *Don't forget to use the hashtag #MUEMPOWER*

• Leading up to 3.20.2024:

- Giving Day 2024 is on 3.20.24. Join the Facebook Event: bit.ly/48WJfg7, RSVP and share with others!
- March 20 is the day change happens! Inspire others to join YOU on Giving Day 2024 – visit www.marywood.edu/givingday for more information.
- Giving Day 2024 is almost here! Only a few days until we come together to make a difference. Visit www.marywood.edu/givingday.

• On 3.20.2024 (Day of):

- Today is Giving Day at Marywood! Any amount given makes a difference. Support your favorite project(s) at www.marywood.edu/givingday.
- Participate in Giving Day 2024! I gave [IF COMFORTABLE, ADD YOUR DONATION AMOUNT HERE] in support of [PROJECT]. You can make your impact too by supporting the area(s) near and dear to YOU. Make your gift at www.marywood.edu/givingday and encourage others to do the same!
- Help your favorite project(s) reach their goals during Giving Day 2024. A gift of any amount makes a difference! Donate to the area(s) that are near and dear to YOU, visit www.marywood.edu/givingday, or text **MARYWOOD** to **71777**.
- I supported Marywood Giving Day 2024! You too can give back to help others move forward. Your gift of any amount, allows students to experience the beauty of a Marywood education. Make a gift at www.marywood.edu/givingday, or text **MARYWOOD** to **71777**.

FAQs

- **Will gifts from different time zones count for Giving Day?**
Yes, gifts made on March 20 by donors who live in other areas of the country or world will count toward our Giving Day dollar and participation goals. Any time-based challenges follow Eastern Daylight Time.
- **May I make two gifts that could count for different time-based challenges?**
Yes, donors may make two gifts to participate in any time-based challenges. However, there is no need to give multiple times to participate in the 24-hour challenges, though multiple gifts are appreciated.
- **Will my gift also count toward my class gift goals?**
Yes, all gifts made on Giving Day will also be counted toward reunion and class gift goals/challenge gifts.
- **Does my gift to ____ designation count for ____ challenge?**
Yes, all gifts to all designations are eligible to count toward challenge goals.



Marywood
UNIVERSITY

GIVING DAY

MAKE **YOUR**
IMPACT TODAY!

marywood.edu/givingday