

# ADVOCACY TOOLKIT



## WHY BECOME A HURST GIVING DAY ADVOCATE?

Advocates have the ability to inspire others to give by spreading awareness to your network, uploading a personal video about why you're excited to be a part of our 11th annual Giving Day, and having your own unique tracking link to share to your personal network. Users can track their progress, see how much they've raised or influenced, and manage their advocacy activities. ***There will be a prize for the biggest #HurstGivingDay advocate!***

## STEPS TO BECOME AN ADVOCATE

1. Sign up for GiveCampus or log in to your existing account by clicking here: **[Join GiveCampus.](#)**  
You must be logged in to fully use the advocate tools and for GiveCampus to track your clicks, shares and gifts from your unique link.
2. Once you are logged in, view your Giving Day dashboard here: **[Visit Advocacy Dashboard.](#)**
  - a. You will find Match & Challenge prompts.
  - b. Progress tracking for your unique link.
  - c. Personal Video upload information: This is a short video uploaded right from your phone that gives Advocates the chance to add their own story to the campaign page. A Personal Video is a short video in which an Advocate explains why they're excited about getting involved with the campaign and why others should support it, too.
  - d. Share the campaign link using the built in sharing buttons. When an advocate shares the campaign link while being logged into their GiveCampus account, we track the number of donors, dollars, and link clicks for you to measure your impact!
  - e. Tools for sharing the campaign link with images, Personal Video still frames, and Donor maps.
  - f. How to instructions for using the Advocate tools.
3. Utilize all the advocacy tools! Share the exciting news about Mercyhurst University Giving Day with your network and see first hand the impact **YOU** can make!

#HurstGivingDay #SeizethisDay | [Mhur.st/give](https://Mhur.st/give)

