

# ADVOCACY TOOLKIT



## WHY BECOME A GIVING DAY ADVOCATE?

A Giving Day advocate is a passionate supporter who helps spread the word about Mercyhurst University's Giving Day! Advocates amplify the campaign by sharing, posting, emailing, texting and encouraging others to give. Your network can inspire others to support Mercyhurst students!

Advocates have the ability to inspire others to give by spreading awareness, uploading a personal video about why you're excited to be a part of our 12th annual Giving Day, and having your own unique tracking link to share to your personal network

## STEPS TO BECOME AN ADVOCATE

Becoming an advocate is simple!

If you would like to serve as an advocate in the simplest way, email Meaghan Hubert at [mhubert2@mercyhurst.edu](mailto:mhubert2@mercyhurst.edu) and you can receive a unique tracking link to monitor the clicks and gifts generated through your outreach. No log in necessary!

1. To be a full Giving Day advocate, 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](#).
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)

