

SOCIAL MEDIA TOOLKIT



SAMPLE SOCIAL MEDIA POST CAPTIONS

Use the following as caption ideas:

- I “Seized this Day” and made a gift on #HurstGivingDay!
- Join me for Giving Day and “Seize This Day!”
- Together we can “Seize This Day!” Join me in supporting Mercyhurst this Giving Day. Give now!
- Today, I’m giving back to say thank you for the experiences that shaped me Join me this #HurstGivingDay in supporting our alma mater.
- Mercyhurst gave me the opportunity to grow through [involvement] and [involvement]. Today, I’m giving back to help create those same experiences for future Lakers Will you join me? #HurstGivingDay #SeizeThisDay
- My time at Mercyhurst helped shape who I am today. This Giving Day, I’m choosing to seize this day by giving back so the next generation of Lakers can do the same #HurstGivingDay #SeizeThisDay

SAMPLE EMAIL MESSAGING

TO ALUMNI

“I’ll never forget walking to and from class, seeing familiar faces at every turn. That sense of community at Mercyhurst made me feel like more than just a student It made Hurst home. My passion for [insert field/sport/passion] was nurtured by people who encouraged me to grow. Because of that support, I left Mercyhurst more confident, more prepared, and forever connected. Today, I’m choosing to give back to the place that gave so much to me. My gift helps ease the financial burden for current and future Lakers supports educational programs and initiatives, and ensures students have the opportunity to achieve their goals. Every gift creates opportunity. Every gift helps a student seize their day. Will you join me?” Give here: Mhur.st/give

TO FRIENDS

“Students at Mercyhurst have more opportunities now than ever before I’m proud to support an institution that empowers students to explore new possibilities, build lifelong friendships, learn from industry professionals, and grow into confident thinkers ready to take on the world Please consider joining me in making a gift to Mercyhurst today to support students throughout their educational and early professional journeys.” Give here: Mhur.st/give

#HurstGivingDay #SeizeThisDay | Mhur.st/give

