



## Become an Advocate for Stuart Hall!

*Make an impact by encouraging your classmates, family, and friends to support Stuart Hall 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](https://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.
- See Instructions below.

### ✉️✉️ **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!

## Reach Out to Your Personal Networks

### **By Phone**

If you are not a social media user or prefer the more personal contact of speaking to friends, classmates, and community members by phone, we encourage you to do so!

Below are a few talking points we've created for you. But remember, you know your classmates and alumni better than we ever could, so share your story and ask them to support Stuart Hall on this special day.

- Gifts made between April 11 and 25 at 11:59 p.m. Eastern count toward Giving Day. Gifts can be made online at [StuartHallSchool.org](http://StuartHallSchool.org) or by calling 540-213-7050.
- Encourage them to increase their gift over the last year.
- If they have never given before, encourage them to give at their "class level." For example, a graduate of 2008 could give \$20.08 or a graduate of 1975 might give \$19.75 or \$75."
- Thank them for their continued support of the School— whether they give or not.
- If you believe your classmates would rather send a check than make a gift online or over the phone, please let the Development Office at [development@stuart-hall.org](mailto:development@stuart-hall.org)

### **By Email**

Below is a sample email you can send to fellow alumni and others in the Stuart Hall community. Please personalize the email to fit your purpose. You also can forward one of the previous Giving Day emails (let us know if you need one resent) and add your own message at the top.

*I hope by now you've heard about Stuart Hall's Giving Day 2024, Share the Love! April 25th is a day for the entire Stuart Hall community to come together to show our support. I made my gift as part of the Giving Day and I hope you will join me in making one, too. We have a goal of 285 donors, so every gift counts!*

To make your gift, visit <https://www.givecampus.com/ezbcas> or call 540-213-7050.

### **By Text Message**

Here is a sample text message you can send out on April 25th.

*Giving Day is today—and it's a terrific time to support what you love about Stuart Hall! Join me and give back to Stuart Hall by making a gift today. Help us reach our donor goal of 285 this year. Anything you can do is a huge help! Thank you!*

<https://www.givecampus.com/ezbcas>

# How to Create a Matching Donation or Challenge

Inspire your friends and classmates by creating a matching gift or challenge. To create a match or challenge, go to the [Stuart Hall Giving Day 2024 page](#) and click on the appropriate button on the left side of the screen, below the video. Step-by-step instructions are below.

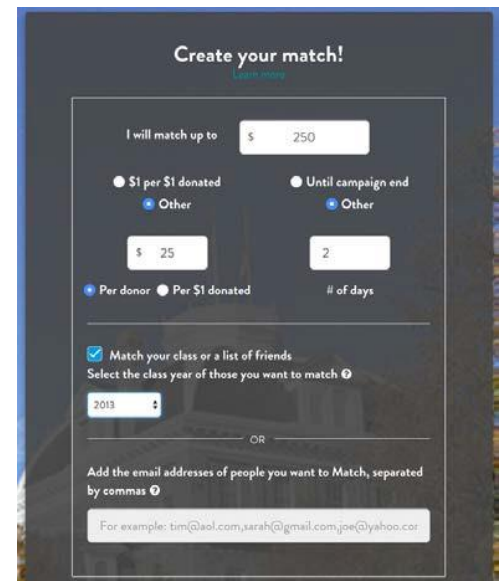
Matches and challenges are similar, the key difference is that challenges are milestone-based (e.g. if 100 people make a donation, I will give \$250) and matches are made on a per donor basis (e.g. I will match up to \$500 on a dollar-for-dollar basis for the next \$500 that is donated).

## Matching Donations

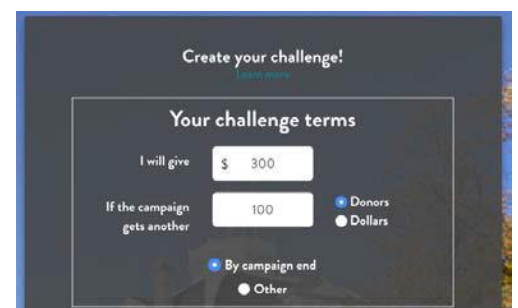
1. Enter how much you'd like to match up to (example, I will match up to \$150).
2. Select if you want the match to be a 1:1 match or if you click 'other', you can choose to donate \$2 (or another amount) for \$1 donated.  
Or, if you'd like to make a 'per donor' match and donate \$20 for every donor who makes a gift.
3. Select when the match should end (e.g. until the campaign ends or over a certain period of days).
4. Most matches are not restricted, but you can choose if you would like to restrict your match to only apply to fellow members of your class or a list of friends.
5. Enter your payment information.
6. After you've created your match, encourage your friends and classmates to join you in supporting Stuart Hall.
7. Track your match's progress by visiting the campaign page. Note: your match will be displayed on the Advocates tab as donors respond to your match.

## Challenges

1. Enter how much you'd like to give.
2. Choose the milestone (e.g. donors or dollars).
3. Enter your payment information.
4. After you've created your challenge, encourage your friends and classmates to join you in supporting Stuart Hall.



The screenshot shows the 'Create your match!' form. It includes a text input for 'I will match up to' with a value of '\$ 250'. Below this are two columns of radio button options: '1 per \$1 donated' and 'Until campaign end', both with 'Other' as a sub-option. There are also input fields for '\$ 25' and '2' with labels 'Per donor' and '# of days' respectively. A checked checkbox 'Match your class or a list of friends' is followed by a dropdown menu showing '2013'. At the bottom, there is a text area for 'Add the email addresses of people you want to Match, separated by commas' with an example: 'For example: tim@aol.com,sarah@gmail.com,joe@yahoo.com'.



The screenshot shows the 'Create your challenge!' form. It features a section titled 'Your challenge terms' with an input field 'I will give' set to '\$ 300'. Below that is another input field 'If the campaign gets another' set to '100'. To the right of this field are radio buttons for 'Donors' (selected) and 'Dollars'. At the bottom, there are radio buttons for 'By campaign end' (selected) and 'Other'.

5. Track your challenge's progress by visiting the campaign page. Note: recognition for your challenge will not display on the Advocates tab until your challenge is successful.

## **Helpful Contacts**

### **Stuart Hall**

#### **Katy Datz**

Dean of Advancement

[kdatz@stuart-hall.org](mailto:kdatz@stuart-hall.org)

540-213-7050

#### **Greg Kennedy**

Major Gifts Officer

[gkennedy@stuart-hall.org](mailto:gkennedy@stuart-hall.org)

540-213-7748

GiveCampus Support

[support@givecampus.com](mailto:support@givecampus.com)