

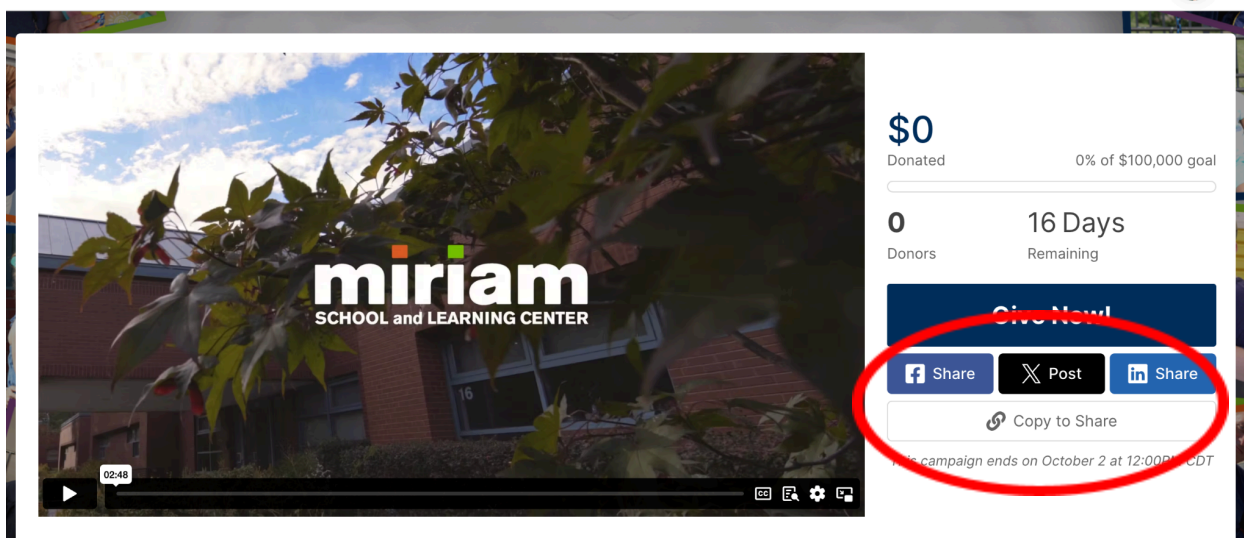


Advocate Toolkit

THANK YOU in advance for your efforts as a **#MiriamGivingDay** Advocate! The following tools are available for your use beginning at **Noon on Tuesday, Oct. 1**, and please feel free to tailor as needed to your personal communication style.

Step 1: Create your own Advocacy Link!

- <https://www.givecampus.com/schools/MiriamSchool/miriamgivingday-2024> Copy and paste or click the link above & then click “Sign Up” if you need to create a new account or “Login” if you used the platform last year.
- From there, you will enter your email address and create a password or sign in via Facebook.



- Once you are logged in, the share buttons and the “Copy to Share” will have a link designated *JUST TO YOU!* **REMEMBER** to always use your **personal donation link** via the sharing buttons on the campaign page. This unique link to you will help us track how many clicks, number of gifts and the dollar amount you raise.

Step 2: SHARE! SHARE! SHARE!



We would love YOU to share on your social media platforms **WHY** Miriam is important to YOU – a sentence or two is all you need! You can even use the photos on this tool kit to post! Share via Facebook, X (Twitter), LinkedIn, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!

For more sharing tools, visit the following advocacy page at:

<https://www.givecampus.com/schools/MiriamSchool/miriamgivingday-2024/advocacy>

Social Media or Texting Templates

Leading Up to #MiriamGivingDay:

- Excited for #MiriamGivingDay! Please join me in supporting Miriam students starting **October 1 at noon**. Together, we can help ensure that every child has access to the specialized education they deserve. *[insert YOUR GiveCampus link]*

On #MiriamGivingDay (October 1-2):

- It's here! #MiriamGivingDay has started, and I'm proud to support this amazing school that means so much to me. Join me in making a difference for Miriam students! *[insert YOUR GiveCampus link]*
- Let's go big for #MiriamGivingDay! Every gift, no matter the size, makes a huge impact. Join me and donate now to support life-changing education for students. *[insert YOUR GiveCampus link]*

Email Templates

The following content is for sending an email or making a telephone call. Please feel free to copy and paste the below content if you choose to send emails. You may also personalize as needed.

Subject Line: Miriam Giving Day is Here!

Hi (first name),

You might have heard it's Miriam School and Learning Center's Giving Day. As a fellow change maker, I want to personally invite you to join me by making a gift of any size in support for unique learners!

Your tax deductible gift helps shape the university's future. If everyone gave \$10, that would mean millions in support for #MiriamGivingDay. Every gift truly makes an impact. Please use my referral link so we can help track the impact we create together *[insert YOUR GiveCampus link]*.

Thank you for your support!

Don't forget the Graphics!

There are #MiriamGivingDay graphics to add to your social media platforms. Visit www.miriamstl.org/givingday-toolkit to find the graphics you need.

BUT WAIT ... THERE'S MORE! THE AWARDS

Now to the part we have all been waiting for ... We wanted to make it a little more fun this year for #MiriamGivingDay and take that extra step of expressing our gratitude by introducing the MirAMMYs!

The MirAMMYs: Celebrating Our Giving Day All-Stars

- **The Click Magnet:** Most clicks on personal fundraising page
- **The Network Nexus:** Highest number of donors from personal network
- **Miriam Magic Maker:** Creates the most creative video or post
- **Two-Day Totalizer:** Highest overall funds raised across the two days.

There will be a MirAMMYs announcement as part of our Post-Giving Blitz Celebration

On behalf of the students, families, and staff at Miriam School and Learning Center, **THANK YOU** again for supporting #MiriamGivingDay as an Advocate!

If you have questions or need additional assistance, contact Alexis Warshaw at awarshaw@miriamstl.org or call 314.962.6059.