



#MiriamGivingDay Advocate Toolkit

Every Child Has Potential. Together, We Unlock It.

Thank you for being a #MiriamGivingDay Advocate! Because of your willingness to share Miriam's mission, more students with learning differences will have the opportunity to build confidence, discover their strengths, and reach their full potential.

Your voice matters. Your story matters. And together, we can inspire others to invest in the future of Miriam.

Step 1: Become an Advocate

Visit: www.miriamstl.org/givingday

Click "**Become an Advocate**" and create your own personal advocacy page through GiveCampus.

Once your page is created, you'll receive a **unique giving link** to share with family, friends, coworkers, and your network.

Using your personal link allows us to:

- Track the impact of your outreach
- Celebrate your advocacy
- See how many gifts your efforts inspired

Step 2: Share Your Why

People give because **people they know care**. Tell your friends why Miriam matters to you. It doesn't have to be long. One or two authentic sentences is often the most powerful message.

- Need inspiration?
- Why do you support Miriam?
- Has Miriam impacted your family?
- Why do students who learn differently deserve support?
- Why are you proud to be involved?

Then include your personal giving link.

Graphics and images are available here:

www.miriamstl.org/support/ways-to-give/giving-day/toolkit

Social Media Posts

Before the Campaign

Tomorrow our community comes together for #MiriamGivingDay!

I'm proud to support Miriam School and Learning Center because every child deserves the opportunity to reach their full potential.

Join me by making a gift using my personal link:

[Insert Your Personal Giving Link]

Every gift will be matched!

Campaign Kickoff

Today is #MiriamGivingDay! I'm helping unlock opportunities for students with learning differences. Join me by making a gift of any amount.

Every donation made during the campaign will be matched dollar-for-dollar.

[Insert Personal Giving Link]

Mid-Campaign

I'm inspired by the generosity our community has already shown today! If you haven't had a chance to give yet, there's still time to make twice the impact for Miriam students.

[Insert Personal Giving Link]

Final Push

Every gift matters.

Every donor matters.

Every child matters.

Help us finish #MiriamGivingDay strong!

[Insert Personal Giving Link]

Sample Text Message

Hi! Today is **#MiriamGivingDay**, and I'm supporting Miriam School and Learning Center because they help students with learning differences thrive.

Would you consider making a gift today? Every donation is matched!

Here's my personal link:

[Insert Link]

Thank you!

Sample Email

Subject: Help Me Unlock Potential at Miriam

Hi <First Name>,

Today I'm supporting Miriam School and Learning Center during #MiriamGivingDay, and I hope you'll join me.

Miriam empowers students with learning differences through specialized education, therapeutic support, and individualized learning that changes lives.

Thanks to generous matching donors, every gift made during the campaign will be matched dollar-for-dollar.

Would you consider making a gift using my personal link?

[Insert Personal Link]

Thank you for helping unlock the potential of every learner.

Warmly,

[Your Name]

Phone Talking Points

I wanted to let you know today is Miriam's annual #MiriamGivingDay campaign.

I'm supporting Miriam because they help students with learning differences build confidence and reach their full potential.

Every gift made during the campaign is being matched.

Would you consider making a donation using my personal link?

Tips for Success

- ✓ Share your link several times throughout the campaign.
- ✓ Tell your own story—personal messages inspire giving.
- ✓ Thank everyone who donates.
- ✓ Like, comment, and share Miriam's posts to increase visibility.
- ✓ Invite others to become advocates, too!

Don't Forget to Tag Us!

Facebook @miriampotential

Instagram @miriampotential

LinkedIn @miriampotential

Use: #MiriamGivingDay

Bonus Points!

Record a quick 30-second video answering one question:

"Why does Miriam matter to you?"

Authentic videos are often the most engaging posts during the campaign—and they inspire others to give.