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SPIRIT WEEK OF GIVING

Volunteer Action Guide

Thank you for helping us build momentum during Spirit Week of Giving! Your energy and outreach are essential to our success. This guide gives you everything you need to rally your network and inspire giving. **Let's go All In for Notre Dame!**

YOUR QUICK ACTION PLAN

⚜ **STEP 1:** Make your own gift first (lead by example!)
⚜ **STEP 2:** Share on social media why you give
⚜ **STEP 3:** Reach out personally to 5-10 people
⚜ **STEP 4:** Post updates and celebrate milestones throughout the week
⚜ **OPTIONAL:** Consider creating a challenge gift to boost engagement

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ACTION 1: MAKE YOUR GIFT

Lead by example! Make your gift first so you can authentically encourage others to join you.

How to Give:

Campaign Page:
https://www.boostmyschool.com/orgs/ndapa/campaigns/ndapa-all-in-2026

Give via credit card, Apple Pay, Google Pay, bank transfer, Venmo, or PayPal

Pledge Options:

Can't give the full amount now? Make a pledge during Spirit Week and fulfill it through installment payments:

- Monthly installments
- Quarterly payments
- Custom schedule

Example: Pledge $500 and pay $50/month for 10 months, or $125 quarterly.

Contact Trish Kyle at tkyle@ndapa.org or select the pledge option when making your gift.

After You Give:

Post immediately! Share a message, image, or video on the campaign page and your social media explaining why you give. This inspires others to follow your lead.

ACTION 2: AMPLIFY ON SOCIAL MEDIA

Social media is your most powerful tool for spreading excitement and driving participation!

Follow & Tag:

📱 **Instagram:** @ND1856 📘 **Facebook:** Academy of Notre Dame de Namur

Use These Hashtags:

#NDSpiritWeek #AllInForNotreDame #NotreDameFund #NDPride

Examples of What to Post:

Announcement Post:

> "I just made my gift to the Notre Dame Fund! Spirit Week is here, and I'm All In for ND. Join me: ndapa.org/support #AllInForNotreDame"

Personal Story Post:

> "Notre Dame gave me [incredible teachers/lifelong friends/confidence to lead]. Today I'm giving back. Who's with me? 💙 #NDSpiritWeek"

Urgency Post (Mid-Week):

> "Only [X] days until October 30th! Our class is at [Y] gifts—let's reach [goal]! Each gift makes a difference. ndapa.org/support #AllInForNotreDame"

Posting Strategy:

- **Post during peak times:** 7-9 AM, 12-1 PM, or 7-9 PM
- **Use photos or videos** for higher engagement
- **Tag specific friends** in comments to encourage their participation
- **Reshare posts** from the official accounts
- **Story everything!** Instagram/Facebook stories keep momentum visible

Throughout the Week:

- Like and comment on others' posts
- Share and celebrate campaign updates and milestones
- Thank people who give

ACTION 3: PERSONAL OUTREACH

Personal contact is THE most effective way to secure gifts. Don't skip this!

Text Messages (Highest Response Rate):

Template:

"Hi [Name]! It's Spirit Week at ND. I just gave to the Notre Dame Fund—would love if you'd join me to help reach our goal of 400 donors! Every gift helps. https://www.boostmyschool.com/orgs/ndapa/campaigns/ndapa-all-in-2026"

Email Outreach:

Subject: Let's Go All In for Notre Dame This Week!

Hi [Name/Classmates],

Spirit Week of Giving is happening now through **October 30th at midnight**, and I'm reaching out because I hope you'll join me in supporting Notre Dame and reaching the goal of 400 donors.

I just made my gift to the Notre Dame Fund [OPTIONAL: add where you designated it—academics, arts, athletics, etc.]. Every gift, no matter the size, shows the strength of our community and directly supports our students.

[OPTIONAL: Share a brief personal story or memory]

[IF YOU HAVE A CHALLENGE: I've also created a challenge—when [X] classmates give, I'll unlock my $[amount] gift! Let's make this happen!]

Will you join me?

Give here: https://www.boostmyschool.com/orgs/ndapa/campaigns/ndapa-all-in-2026

[Your Name}

Phone Calls:

Call 3-5 close friends or classmates. A personal conversation is incredibly powerful, especially for those who might need encouragement or have questions.

ACTION 4: POST UPDATES & CELEBRATE

MOMENTUM-BUILDING TACTICS

Monday (Launch Day):

- Announce you've made your gift
- Share your personal "why"
- Introduce your challenge (if you created one)

Tuesday-Wednesday (Build Momentum):

- Share leaderboard standings
- Highlight progress toward challenges
- Thank people who have given
- Post stories/memories from your ND days

Thursday (Create Urgency):

- "Only 2 days left!"
- Show how close challenges are to unlocking
- Share updated participation numbers
- Tag people who haven't given yet

Friday (Final Push):

- Morning: "Last day! Giving closes at 11:59 PM!"
- Share countdown updates
- Make final personal outreach
- Celebrate the results

Keep Energy High:

- Use exclamation points and emojis 💙
- Share photos from your ND days
- Create video messages
- Use GIFs in group chats

OPTIONAL: CREATE A CHALLENGE GIFT

Want to supercharge participation? Challenge gifts drive competition and motivate giving! While not required, they can be a powerful way to engage your network.

Set Up Your Challenge:

1. Visit https://www.boostmyschool.com/orgs/ndapa/campaigns/ndapa-all-in-2026
2. Click the **"Challenge"** tab
3. Click **"Create Your Challenge Gift."**
4. Choose your challenge type:

Challenge Types:

UNLOCKING CHALLENGE
Your gift unlocks when a participation goal is met.

Example: "When 25 classmates give (any amount), I'll donate $500!"

Best for: Driving broad participation

MATCHING CHALLENGE
Match gifts dollar-for-dollar up to your limit.

Example: "I'll match every dollar given by Class of 2015, up to $1,000!"

Best for: Maximizing total dollars raised

Target Your Challenge:

- Specific class year (Class of 2010, 2015, etc.)
- Current parents
- Alumnae only

Promote Your Challenge:

Once created, immediately announce it on social media and reach out personally to your target group. Create urgency by updating progress regularly!