

# HOLLINS DAY OF GIVING AMBASSADOR GUIDE

On Thursday, April 13, join us for Hollins' annual Day of Giving!

This is a 24-hour unifying celebration when we reflect on our Hollins memories, connect with classmates, and celebrate how Hollins helps us **#MoveMountains** with a gift in support of current students. *It is also a time for us to demonstrate our collective commitment to philanthropy across the Hollins community.*



A Hollins education provides the tools to move mountains. Rigorous academics with engaging faculty, experiential learning, and leadership opportunities on campus have inspired current and past students to see further and lift their sights higher. Hollins alumnae/i regularly move mountains in the world, as they work within, engage in, and advocate for their communities. Those same alumnae/i, along with parents, grandparents, faculty, staff, and friends near and far, move mountains for our campus community every day by their mentorship, volunteerism, and philanthropy.

This guide provides you with ideas for social media messaging, language, and images to promote Day of Giving with your networks. Share our content on social media (or post your own!) and track our progress online at [alumnae.hollins.edu/movemountains](http://alumnae.hollins.edu/movemountains).

**THANK YOU FOR SPREADING THE WORD ABOUT  
#HOLLINSDAYOFGIVING (APRIL 13)!**

## **Day of Giving – In a Nutshell**

- **Date:** April 13, 2023
- **Theme:** See Further, Lift Higher, Move Mountains
- **Donor Goal:** 700 donors
- **Dollars Goal:** \$250,000 for Hollins Fund – Greatest Needs
- **Landing Page:** [alumnae.hollins.edu/movemountains](http://alumnae.hollins.edu/movemountains)
- **Special Hashtags:** #MoveMountains #SeeFurtherLiftHigher #HollinsDayofGiving
- **Who to Follow:**
  - Facebook: Hollins Alumnae Association
  - Instagram: @hollinsalumnaeassociation
- **Gift Form Links** – *these have been personalized so we understand how a donor reached us!*
  - Social Media:  
<https://securelb.imodules.com/s/1916/20/interior.aspx?sid=1916&gid=2&pgid=799&cid=1837&appealcode=DOGFY23SM>
  - Personal Solicitation:  
<https://securelb.imodules.com/s/1916/20/interior.aspx?sid=1916&gid=2&pgid=799&cid=1837/&appealcode=DOGFY23PS>

All gifts, new pledges, or payments on existing pledges received on April 13 or postmarked April 13 will count toward our Day of Giving totals.

**NEW THIS YEAR!** If you receive our Day of Giving postcard and use the QR code to make your gift before April 13, your gift will also count toward our Day of Giving total.

*Forthcoming employer matching gifts and gifts-in-kind, while appreciated, do not count toward our DOG goals due to our 24-hour giving timeline. They will however, count for your overall giving to Hollins for fiscal year 2023 (July 1 – June 30).*

## **How Can I Give?**

- The best way to participate in Day of Giving on April 13 is to make your one-time or recurring Hollins Fund gift online at [alumnae.hollins.edu/movemountains](http://alumnae.hollins.edu/movemountains)
- Make your gift over the phone at 1-800-TINKER1 between 8:30 am EDT – 5 pm EDT
- Mail a check with “Day of Giving – Hollins Fund” in the memo line to Box 9629, Roanoke, VA 24020. All gifts postmarked by April 13 will count toward our Day of Giving totals!
- Interested in giving via securities or other methods? Please contact the Institutional Advancement office at 1-800-TINKER-1 for other giving options.

## **How Can I Help?**

### **1. Make Your Gift – It Matters!**

*There is truly no such thing as a gift too small – Hollins needs broad support to reach our goals!* Alumnae/i participation directly impacts Hollins' rankings, which influence the value of our degrees, national reputation, and current enrollment efforts. Alumnae/i participation is also an indicator of confidence that major donors, foundations, and corporations all consider when discerning their investments.

### **2. Get the Word Out**

**Create your own social media posts, or share ours, leading up to and on Day of Giving.** We have sample text you can use to get started, but we hope you'll share your unique story of how Hollins helped you to #MoveMountains or #SeeFurtherLiftHigher.

Use personalized links below so Hollins knows how your friends reached us!

- Link for personal solicitation via email:  
<https://securelb.imodules.com/s/1916/20/interior.aspx?sid=1916&gid=2&pgid=799&cid=1837/&appealcode=DOGFY23PS>
- Link for social media posts:  
<https://securelb.imodules.com/s/1916/20/interior.aspx?sid=1916&gid=2&pgid=799&cid=1837/&appealcode=DOGFY23SM>

### **3. Share the Love**

Invite your classmates and friends to join you as a Day of Giving ambassador by sending them to our **Get Involved webpage** (<https://www.hollins.edu/alumnae/giving/get-involved23/>), where they can download this guide, as well as exclusive backgrounds and branded social media graphics.

## **Sample Social Media Posts**

Ambassadors may use these sample posts below and edit to their liking.

*Before Day of Giving (March 13 – April 12):*

- **SAVE THE DATE!** Join us on April 13 as Hollins alumnae/i around the world celebrate the many ways Hollins helped us see further and lift higher. On this Hollins Day of Giving 2023, celebrate your Hollins experience and community with a gift to the Hollins Fund. Let's #MoveMountains for Hollins students of today and tomorrow! #HollinsDayofGiving #SeeFurtherLiftHigher <https://www.hollins.edu/alumnae/giving/get-involved23/>
- Hollins' Day of Giving is right around the corner! On April 13, let's #MoveMountains for Hollins students with your Hollins Fund gift. #HollinsDayofGiving #SeeFurtherLiftHigher <https://www.hollins.edu/alumnae/giving/get-involved23/>

- Getting excited for Hollins Day of Giving on April 13! I will be wearing my green and gold and posting some throwback photos. Join the fun and to learn how you can get involved 😊  
#HollinsDayofGiving #MoveMountains #SeeFurtherLiftHigher  
<https://www.hollins.edu/alumnae/giving/get-involved23/>

#### *On Day of Giving (April 13):*

- Hollins' Day of Giving is here! Help current students #SeeFurtherLiftHigher with your Hollins Fund gift before 11:59 pm tonight.  
<https://securelb.imodules.com/s/1916/20/interior.aspx?sid=1916&gid=2&pgid=799&cid=1837&appealcode=DOGFY23SM>
- Hollins moved mountains for me, and today I am moving mountains for Hollins! Join me in making a gift to Hollins today – every gift makes a difference and what’s most important is your participation! Visit [alumnae.hollins.edu/movemountains](http://alumnae.hollins.edu/movemountains) to learn more and make your gift.
- [Significant Hollins Event] helped me to see further and lift higher! *Tell your own Hollins story and invite your friends to do the same. End with a request to “Support Hollins students’ stories with your gift to the Hollins Fund today!*  
<https://securelb.imodules.com/s/1916/20/interior.aspx?sid=1916&gid=2&pgid=799&cid=1837&appealcode=DOGFY23SM>

#### *After Day of Giving (April 14)*

- Our donors #MoveMountains! Thank you! We raised \$\_\_\_\_ and counting for the Hollins Fund. Stay tuned for the final total.
- To include with a share of the official results: “We #MovedMountains”

## **The Impact of the Hollins Fund**

When you make a gift to the Hollins Fund, you have a direct impact on Hollins students and on the Hollins community. Your gift both honors your own Hollins experience and ensures current students have every opportunity to achieve their own limitless potential.

Tuition does not cover the full cost of a Hollins education. The Hollins Fund provides a significant percentage of Hollins’ operating budget – eleven percent – and is the critical difference in our ability to fulfill our educational mission by providing unrestricted dollars that directly support the student experience. When you give to the Hollins Fund, your gift has an immediate impact, not only toward our greatest needs but also by underwriting expenses related to student success, well-being, and belonging; supporting scholarships and financial aid; internships and study abroad; and so much more!