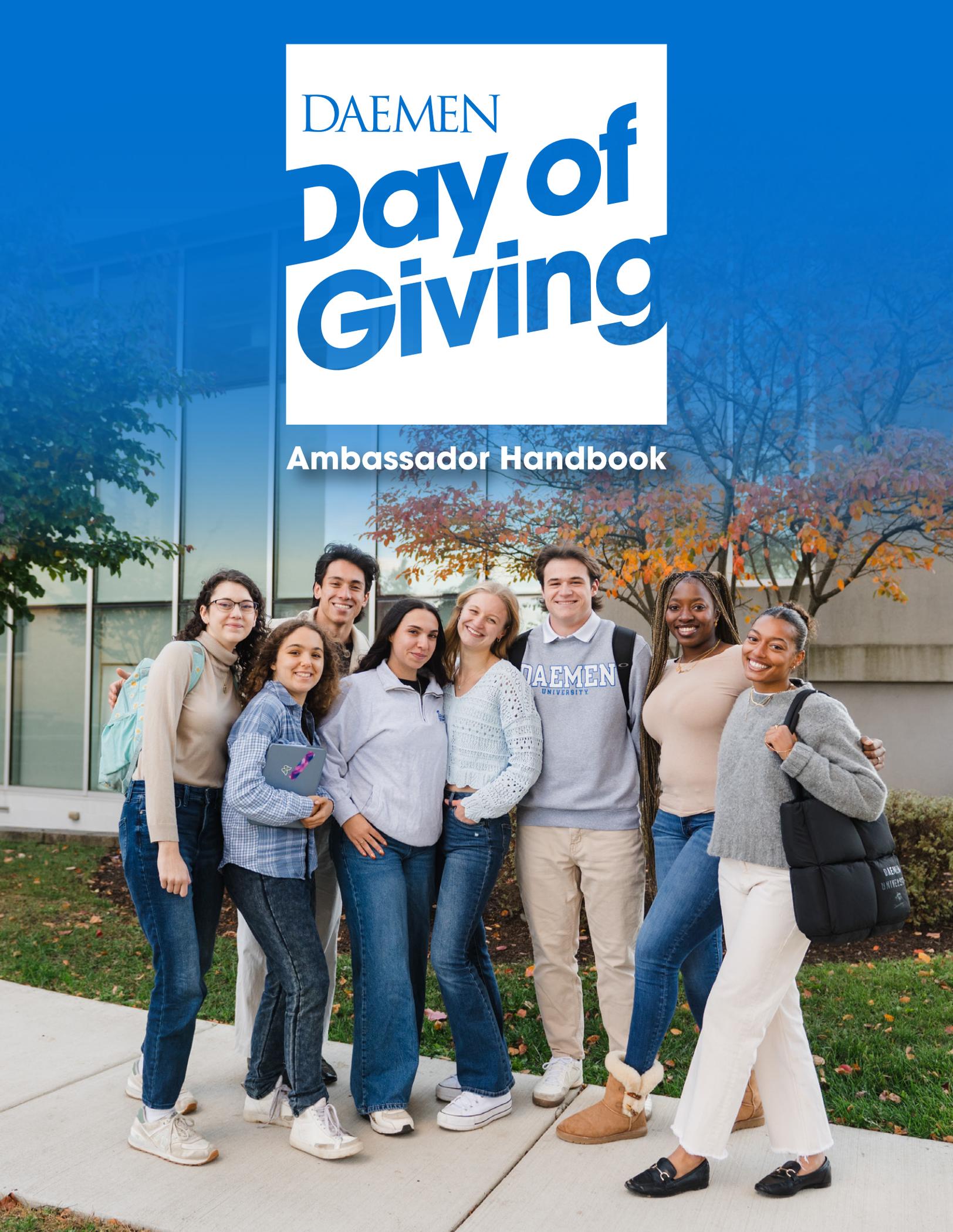


DAEMEN
**Day of
Giving**

Ambassador Handbook



Daemen Day of Giving Ambassador Handbook



Daemen Day of Giving is a one-day, all hands-on-deck giving campaign. On March 25th, 2026, for 24 hours, we'll be asking: **how can you make a Daemen difference?**

Last year, we raised \$100,000 with 980 gifts. This year, we're aiming even higher!

As an Ambassador, you'll advocate for your favorite parts of campus and inspire meaningful support for the university.



Who can be an Ambassador?

Anyone who loves Daemen! We welcome students, faculty and staff, and alumni to participate!

How do I be an Ambassador?

There's no one way to be one - in this toolkit, we'll outline some ways that you can represent Day of Giving. Keep reading!

In this toolkit, you'll find:

- How to be a Daemen Day of Giving Ambassador Checklist
- Sample social media posts, emails, and texts to share

Be Creative!

**Every dollar donated truly impacts students.
This is at the heart of everything we do for Day of Giving.**

Questions?

Questions? Ideas you want to share? Give me a shout!
Email Regina at rmiserc@daemen.edu or call 716-839-8486.

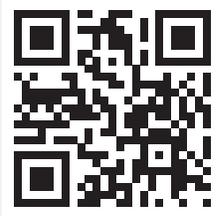
Together, let's make a Daemen difference!

How To: Ambassador Checklist

1. Step One

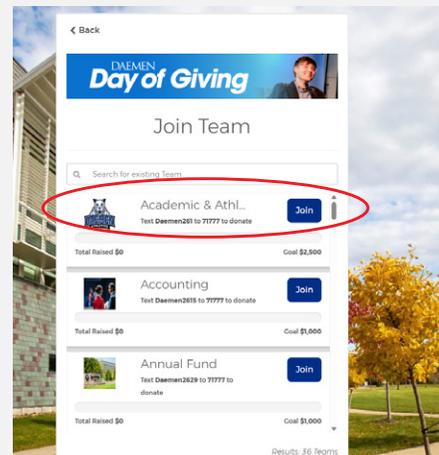
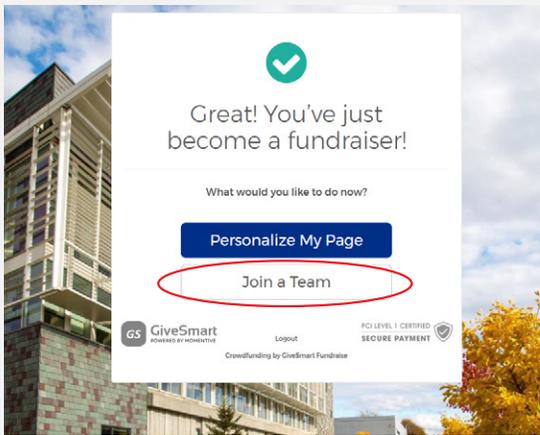
Become an Ambassador

- Sign up! **Scan the QR Code** to become an Ambassador



or visit this link Daemen.edu/ambassador

- Join a Team!** Fundraise for a specific team, fund, or campus group. You can also skip this and fundraise generally, contributing to the overall total raised.



2. Customize your Fundraising Page: Personalize your fundraising page

- Add a bio and profile picture. Pro tip: tell your story. Donors are more likely to give if they read a story they relate to.
- Set a fundraising GOAL!** Don't be afraid to aim high - you might just be surprised at what you can do!

3. Share Your Link!

Share your link on social media and over email or text.

- Share the day of and throughout our power hours and challenges! Send personal 1:1 messages. We've got some samples for you on page 3.



How To: Ambassador Checklist

Bonus Tips

Make a Daemen Difference

- Make a gift to your page.** When donors see that you're invested, they'll be more willing to invest in you. Set the tone by making a gift to your page and others will be soon to follow.
- Post during power hours.** Keep an eye out for emails from me and social posts on @DaemenUniversity for our schedule of power hours. During these hours, gifts will be matched and funds will be unlocked, meaning that the donations you collect can go even farther.
- Film and post a quick video!** Take a short video of yourself with a call to action and share on your socials.
- Thank all your donors!** Send a text, email, and make a social post expressing your gratitude. For an extra personal touch, consider handwriting a thank you note!

Sample Social Media Posts

Daemen has shaped me in ways I didn't expect ❤️

Daemen Day of Giving is coming up, and I'm excited to support the part of Daemen that means the most to me.

#DaemenDayOfGiving
#MakeADaemenDifference

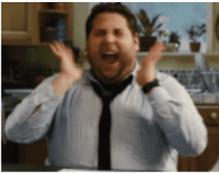


Everyone connects to Daemen a little differently — this is mine 🧡

Daemen Day of Giving is almost here, and I'm proud to support what I care about most. ✨

Daemen Day of Giving 🧡 people who show up
Donated. Proud. Can't wait for next year ❤️

#MakeADaemenDifference



Me realizing Daemen Day of Giving is almost here 🧡❤️

Time to show love to the part of Daemen that has my heart 🧡

#DaemenDayOfGiving



POV: it's Daemen Day of Giving and even donating \$5 feels like being part of something bigger 🧡❤️

Support what you love. (Insert Personal Link)

#DaemenDayOfGiving

Sample Text Messages

Hi (insert name)! It's (enter your name) and I'm serving as a Daemen Day of Giving Ambassador! Would you consider donating today to support students? Here is my giving link: (insert personal link).

Hi (insert name)! It's (enter your name) and I'm so happy to be an Ambassador for Daemen Day of Giving! Can you help me reach my fundraising goal of \$XXXX (insert giving goal). Here is my giving link: (insert personal link).

I'm nearly there! I'm X% (insert percent of goal reached) of the way to my fundraising goal for Daemen Day of Giving! Could you help me cross the finish line? Here is my giving link: (insert personal link).

Thank you so much for giving to my Daemen Day of Giving fundraiser! Every dollar impacts students and I am so grateful to be making a Daemen difference with you.

I'm nearly there! I'm X% (insert percent of goal reached) of the way to my fundraising goal for Daemen Day of Giving! Could you help me cross the finish line? Here is my giving link: (insert personal link).



Thank you so much for supporting me on Daemen Day of Giving! Together, we helped to raise a grand total of \$XXX,XXX (insert final total). Isn't this amazing?!

Sample Emails

Pre-Event Email

| | | |
|------|---------|--|
| Send | To... | |
| | Cc... | |
| | Bcc... | |
| | Subject | |

Dear _____,

I am so excited to be serving as an Ambassador for Daemen University's annual Daemen Day of Giving. On March 25th, Daemen will be raising funds to support students. Last year, we raised over \$100,000 and received nearly 1,000 gifts!

Why is this so important? Each year, over 100 students were awarded scholarships. Many of those recipients would not be able to complete their education at Daemen without additional support. Will you consider being this support?

In a few days, I'll send you another email with a giving link that goes directly to my fundraising efforts. I would be so grateful if you'd consider giving and making a Daemen difference.

With gratitude,
(insert name)

Day-Of Email

| | | |
|------|---------|--|
| Send | To... | |
| | Cc... | |
| | Bcc... | |
| | Subject | |

Dear _____,

Today is the day - Daemen Day of Giving! Last year, we raised over \$100,000 for student scholarships and support. Can you help me make a Daemen difference this year?

As a Daemen Day of Giving Ambassador, I am raising funds for _____. This is important to me because _____. It would mean so much to me if you gave a gift to my page. No matter the size, every gift supports students.

Give today - I can't wait to see how much we raise in 24 hours! Click here to visit my fundraising page: (insert personal link here).

Thank you so much for making a Daemen difference!

With gratitude,
(insert name)

**Make a
Daemen
Difference**

DAEMEN
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Thank You!



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