

Ambassador Toolkit



What is Wheeler's Day of Giving?

It's a moment for the full Wheeler School community – alumni, families, students, faculty, staff, and friends – to celebrate their pride in all things purple and gold through philanthropic impact.

Together we will raise \$100,000 for the Wheeler Annual Fund on November 19 from 12:00 a.m. to 11:59 p.m. EST.

To build momentum, we will begin an email campaign starting November 14 that builds up to November 19. Participation is paramount: every gift matters!

Why do you ask for gifts to The Wheeler School?

Gifts to the Wheeler Annual Fund are put to work immediately to support students, faculty, and innovative programming in all four divisions on our two campuses. Support of the community ensures that Wheeler can offer an educational experience at the highest levels of excellence and innovation. As a direct result of your gifts, the School will continue to develop new and exciting learning opportunities that benefit our talented and creative students.

How can I help WDoG be successful?

Spread the word! Tap into your Wheeler networks, apply a little positive peer pressure, and help the momentum build. Here are some ways you can help us generate buzz:

- Follow our social media networks and re-share our updates. *Be sure to watch for special news and updates!*
 - Wheeler School [Facebook](#), [Twitter](#), and [Instagram](#)
 - Wheeler Alumni [Facebook](#), [Twitter](#), and [Instagram](#)
- RSVP to our Day of Giving [Facebook](#) event
- Use the hashtag #WheelerDayOfGiving
- Send emails and texts directly to your Wheeler contacts to rally participation. Draw from the suggested language below, but most importantly: speak from the heart!

How can I make my own gift?

We thought you'd never ask! There are several ways to give. If you can step up to a leadership giving level, wonderful! If you can make a participation gift to show your belief in Wheeler's mission – thank you! Any gift, no matter the size, helps make the day a success.

- **ONLINE** | Make your gift and follow our progress at wheelerschool.org/dayofgiving
- **ON CAMPUS** | Donation Stations can be found in the Cummings Room and with each Division Assistant. Stop by to get a decadent treat and make your gift – and encourage your friends to do the same.
- **CURBSIDE** | Don't want to get out of the car? Scan the QR code on the signs during drop-off and pick-up at locations all around the school.

(Turn over for copy-and-paste-ready messages!)

Suggested text/social media messages:

- Happy #WheelerDayofGiving - Have you made your gift yet? wheelerschool.org/dayofgiving
- I just made a gift to support #WheelerDayofGiving. Will you join me? Make your gift at wheelerschool.org/dayofgiving.
- Today Wheeler is trying to raise \$100,000 in 24 hours to support the student experience through the Wheeler Annual Fund. Can you help? wheelerschool.org/dayofgiving
- Let's show Wheeler students and faculty how much we support them by reaching our \$100,000 goal for Wheeler's Day of Giving! wheelerschool.org/dayofgiving
- Participation is everything for Wheeler's Day of Giving! Can you help? Every gift of any size will make a difference. wheelerschool.org/dayofgiving

Suggested email messages:

Email Subject line: Today is the day! Show Wheeler your support!

Dear [Name],

You have probably heard that today is Wheeler's Day of Giving, which means that all gifts between now and midnight tonight will count towards a goal of \$100,000 for the Wheeler Annual Fund. This support will go directly to students, faculty, and programming.

I hope you will join me! This is a meaningful way to show our pride and be a part of Wheeler's strength and success. To make your gift and follow our progress, go to wheelerschool.org/dayofgiving.

Best,
[Name]

Email Subject line: Only [#] hours left!

[Name],

There are only [#] hours left for Wheeler's Day of Giving to raise money for the Annual Fund, which directly supports students, faculty, and the wonderful programs that make Wheeler special. So far, we've raised \$XX. Can we count on you?

You can make a gift online at wheelerschool.org/dayofgiving. Please reach out to me directly if you have any questions. Thank you in advance for helping make WDoG a huge success!

Best,
[Name]