

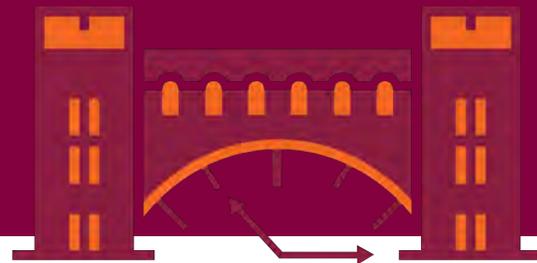
PAMPLIN COLLEGE OF BUSINESS

AMBASSADOR GUIDE

GIVING DAY 2021



WHAT IS GIVING DAY?



Remember telethons? Giving Day is the modern-day, digitally-powered equivalent.

It's a 24-hour fundraising sprint, driven by ambassadors who want to maximize the good Virginia Tech can do for our students and global communities. Giving Day is championed by Hokie alumni, students, parents, faculty, staff, and friends of the university.

Basically, it's a massive, worldwide, virtual party celebrating Virginia Tech – and everyone's invited. This year **Giving Day** falls on February 24-25, 2021, from noon to noon EST.

On Giving Day, our ambassadors talk about the Pamplin College of Business and the impacts we have on the world.

They ask fellow alumni and friends to join them in supporting the college and its departments, centers, programs, featured student organizations, and special initiatives, such as GBAC.



WHY BE AN AMBASSADOR?



It's important to give back, and your impact is multiplied when you inspire others to do the same.

That's why we're seeking Giving Day ambassadors. These ambassadors are asked to amplify the philanthropic spirit of Giving Day, whether through email, social media, phone calls, or texts. The result is a community of people rallying around a cause our ambassadors care deeply about: advancing the Pamplin College of Business.

Make your ambassadorship official

Sign up with Virginia Tech via the portal on the Pamplin's [Giving Day website](#).

Perks of signing up

- Personal ambassador dashboard
- Access to downloads like social media images
- Access to social media and email templates
- Ability to track how many other donors you recruit and how much money you have helped raise through your custom ambassador link.

HOW AMBASSADORS CAN HELP



Find what works for you and get involved.

Make your Gift

Follow the instructions on the [Pamplin College of Business Giving Day page](#) to make your gift, or make your gift early using this [link](#).

You can designate to the college, a department, or an initiative when you fill out the form using the dropdown menu.

Make a Plan

Plan for who you will reach out to. Sign up now as an Ambassador and alert your friends, fellow Hokies, family, and colleagues that you would like them to give **on Giving Day**. It only lasts for a 24-hour period, so ask them to plan ahead and give to Pamplin from noon to noon EST on Feb 24-25!

Post to your social networks

This is a huge part of being an ambassador – so huge, the next page gives you more details on this important part of Giving Day.

Send emails

Use Virginia Tech's themed email templates in the [Pamplin Giving Day toolkit](#) and customize to your specific department and personal experience.

Phone a friend

Giving Day is a good excuse to ring up a friend and get them involved. Not a fan of calling? Send a text – point them to <https://givingday.vt.edu/giving-day/32354/department/32360>.

Tune in

Log into your social media platforms and see what the university, college, or your home department is sharing on Giving Day. Help share content, leave a comment, and browse the [#VTGivingDay](#) hashtag to see how others are celebrating Virginia Tech.

SPREAD THE WORD ON SOCIAL



Amplify your excitement for Virginia Tech and encourage others to give, too.

Before Giving Day

- Invite friends to also sign up as ambassadors via the [Giving Day website](#).

During Giving Day

- Post about your commitment to being a Hokie and why philanthropy matters to you.
- Share a photo from your time at Virginia Tech or a short testimonial about why you're involved this Giving Day.

- Send friends, classmates, fellow alumni, or colleagues a direct message about Giving Day and urge them to get involved.
- With every post, share your custom ambassador URL link and use the [#VTGivingDay](#) hashtag.
- Share the university's social posts.

After Giving Day

- Thank your donors! Stay tuned to the university's social media, share out the final 'thank you' post, and see the results of what you helped accomplish.

MARK YOUR CALENDAR



Now: Sign up to be a Giving Day ambassador through Virginia Tech's online platform.

Urge your friends to do the same. Go to the [Giving Day website](#) to sign up.

February 24-25, from noon-noon EST: Giving Day

This is when our ambassadors put everything in this guide into action:

- Change out your profile picture on social media using the ambassador resources provided and share posts about why you give.
- Follow Virginia Tech platforms and share the university's Giving Day posts that most inspire you.
- Make your gift to the Pamplin College of Business, your home department's annual fund, or an initiative from the fund list.
- Contact two or more people about Giving Day and the importance of giving back in the spirit of *Ut Prosim*.



- Early giving is available now! All gifts made via early giving and within the Giving Day window will be counted in Giving Day.

WHY GIVING DAY?



It's no secret that public universities today cannot depend on traditional funding sources.

Higher education is a discretionary item in state budgets, meaning it's liable to be cut in times of financial uncertainty, according to the American Association of State Colleges and Universities. COVID-19 has proven this point for public universities especially. With growing enrollments, sometimes funding needs are not necessarily met by state appropriations.

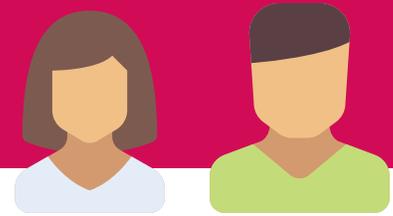
But if Virginia Tech is to continue growing, being on the forefront of the massive changes in the higher education landscape, and keeping pace with industry, finding other sources of support is crucial.

That's where our alumni and their enthusiasm for Virginia Tech come in to help fill the gap.



We depend on the support of our alumni to propel the Pamplin College of Business forward, and Giving Day is one exciting way to celebrate the generous philanthropy of our *Ut Prosim*-minded donors.

GIVING DAY CHALLENGES



Part of the fun and excitement of every Giving Day are the challenges!

Challenges are friendly competitions held during Giving Day which allow your donation to go even farther. These challenges are possible only through the generous contributions of fellow Pamplin benefactors.

Jake Lutz Leaderboard Competition

Pamplin Advisory Council Cabinet Chair Jake Lutz '78 has donated \$10,000 to help spur a friendly competition between units within the Pamplin College of Business. The funds will be distributed on a sliding scale to the top 10 Pamplin units with the most unique donors on Giving Day. The unit with the most unique donors will receive an additional \$2,000 toward their program, while the unit with the second-most unique donors will receive an additional \$1,750, and so on.

Pamplin Engage Giving Day Challenge

The Pamplin Engage Challenge will potentially provide an additional \$76,500 to the Pamplin Engage program, provided the challenge goals are met.

When Pamplin hits 500 unique donors to any Pamplin designation, an additional \$20,000 will be unlocked for Pamplin Engage. When Pamplin hits 750 unique donors, an additional \$25,000 will be unlocked. Finally, if the Pamplin College of Business reaches its goal of 965 unique donors, another \$31,500 will be unlocked for a total of \$76,500!

The Pamplin Engage Giving Day Challenge is possible thanks to donors Brian Cook '79, MBA '81; Jeff Hartman '79; Jim Hatch MACCT '72; Donald Neff '90; James Pearman '70; Greg '77 and Kathy Thompson; John '70, MBA '72 and Phyllis Thompson M.S. '73; and Scott Wells '91.