



*Give*  
**ORANGE!**

*April 4-5, 2023*



**AMBASSADOR  
TOOLKIT**



# Welcome

## THANK YOU FOR BEING A PART OF GIVE ORANGE!

Give Orange is 1,890 minutes of support for Oklahoma State University, impacting all areas and campuses. During this annual giving day, alumni, students, faculty, staff, friends and parents join together to make gifts to the people, programs and places most important to them — their Orange Passions. Their support is even more important now as OSU aims to set a new standard for a what a land-grant university is, both in the quality of the students' experience and their impact on the world.

As a Give Orange ambassador, you'll help us spread the word about Give Orange and ask your network to consider making a gift to support your Orange Passions. People are most likely to make a gift when asked by someone they know, so your participation makes a huge difference!

The impact you help make during Give Orange can change the lives of countless students on campus. Thank you for serving as a Give Orange Ambassador and leading the way in making a difference at Oklahoma State University!



## Step 1:

# SIGN UP AND SIGN IN

If you haven't done so already, sign up to be an official Ambassador at [giveorange.okstate.edu](http://giveorange.okstate.edu). Don't forget to confirm your email after signing up.

If you've already signed up, go to the "Ambassadors" tab on [giveorange.okstate.edu](http://giveorange.okstate.edu) and click "Sign in here!" This will take you to your ambassador dashboard.



## Become an Ambassador and Win Prizes


Sign up to increase your impact!

Enter your email to get started...

Sign Up

Email Required

OR

 Continue with Facebook

Already an Ambassador? [Sign in here!](#)

Or invite your friends to become one too!



## *Step 2:*

# **USE THE DASHBOARD**

After you sign in, you can use the ambassador dashboard to start getting the word out to your network. From your dashboard, you can:

- Choose the area you want to support
- Ensure you get credit for the gifts you bring in
- Send emails
- Share on social media

### ***YOUR AMBASSADOR REFERRAL LINK***

You'll be given a custom referral link to track the gifts and interactions you generate. This helps you compete for challenge money for the area you support and see the impact of your outreach. This link can be found on your dashboard, but if you have any trouble, you can always reach out to [AnnualGiving@OSUgiving.com](mailto:AnnualGiving@OSUgiving.com) and we'll send it to you! You can customize your link to point to the area you're supporting and even create a custom URL using Change Short URL.

### ***CHOOSING YOUR AFFILIATIONS***

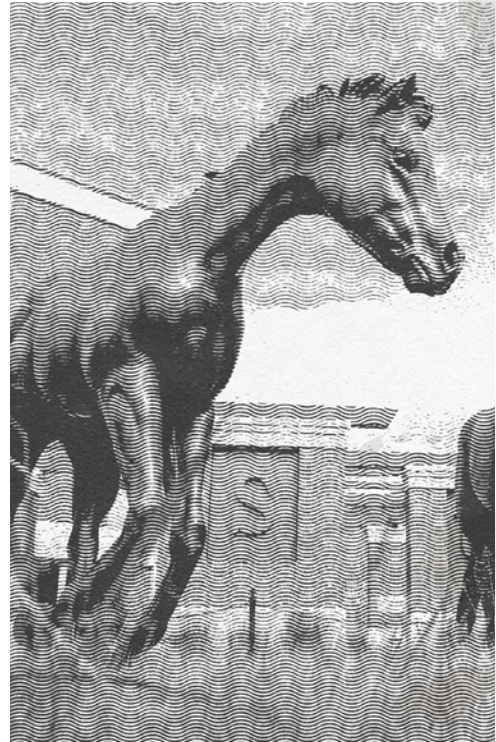
We want to know who you're supporting so we can help you be the best Ambassador possible! Select all of the areas you'll be promoting and supporting under Your Affiliations. You can also do with when you confirm through your ambassador sign-up email.

### ***SHARE!***

Once you've selected your area of support and customized your ambassador referral link, you're ready to share! Try sending an email or posting to social media by clicking the buttons on your dashboard.

**Note:** You will have to log into your email and social media accounts to share directly from the dashboard

If you prefer not to use the buttons on your dashboard to share, just make sure to always copy and paste your custom ambassador referral link into every email and social media post to get credit for your hard work!



# AMBASSADOR DASHBOARD

Track your impact

The dashboard shows a sidebar with 'Your Account' options: Profile, Ambassador, Give Orange 2023, Give Orange 2022, Admin, and Sign Out. The main content area is titled 'Ambassador' and 'Give Orange 2023' (dated 04/04/2023 12:00 PM CST - 04/05/2023 7:30 PM CST). It includes a welcome message, a 'Send Emails' button, social media share buttons (Facebook, Twitter, LinkedIn), a referral link, and a 'Change Short URL' section with a 'Save' button. On the right, a summary box displays 'YOUR AMOUNT RAISED' as \$0.00, 'YOUR DONORS' as 0, and 'TOTAL CLICKS - YOUR SOCIAL REACH' for Facebook, LinkedIn, and Twitter, all at 0.

Share on social media and send emails with your unique ambassador link

Your unique ambassador link

Shorten and customize your ambassador link



## Step 3: GET THE WORD OUT

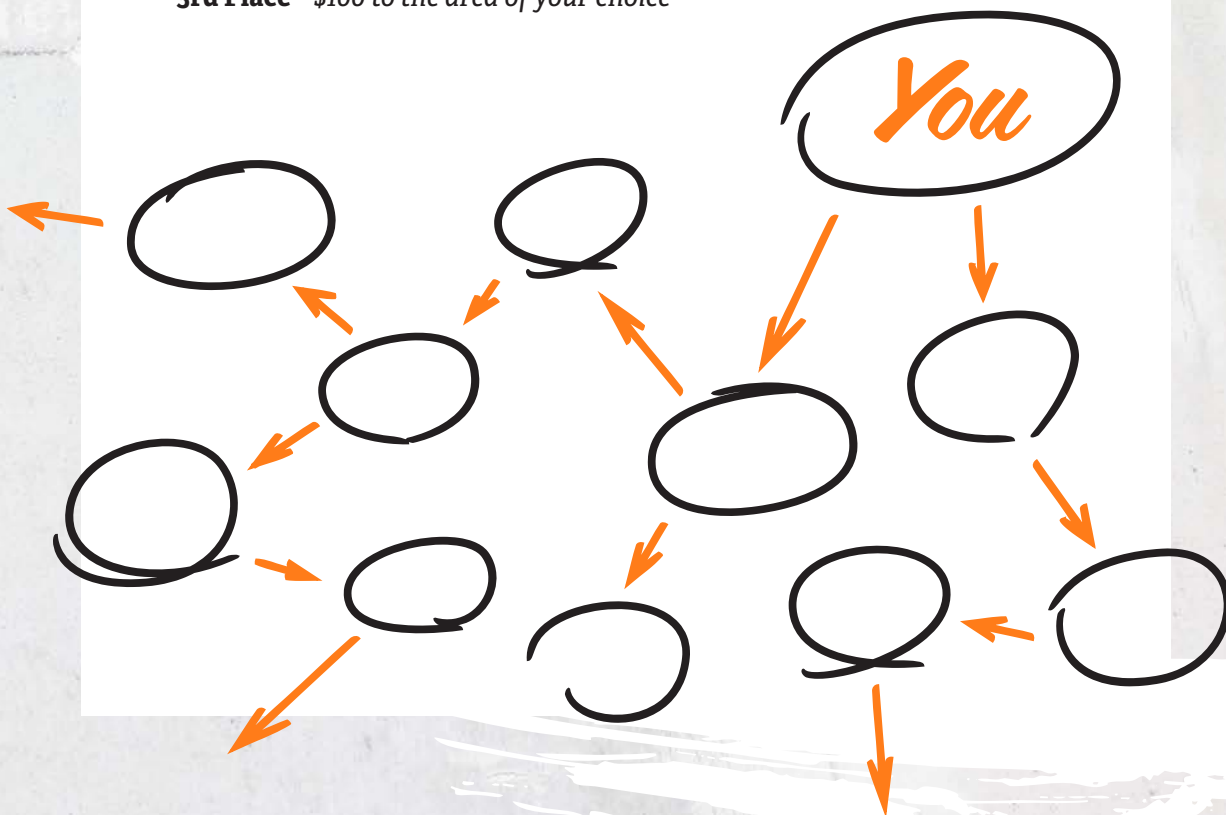
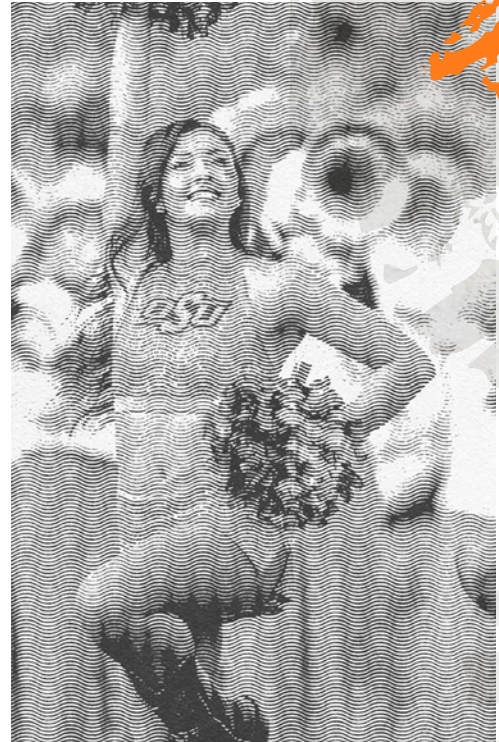
FOLLOW THE OSU FOUNDATION AND OSU ON SOCIAL MEDIA



### AMBASSADOR LEADERBOARD

The three official/enrolled Give Orange ambassadors who receive the most gifts using their unique ScaleFunder link will win the challenge. Donations must come through the ambassador's unique ScaleFunder link in order to qualify. Winners will be given the choice of a prize or a designation of additional funds to the area of their choosing at Oklahoma State University.

- 1st Place – \$500 to the area of your choice
- 2nd Place – \$250 to the area of your choice
- 3rd Place – \$100 to the area of your choice



## *Step 4:*

# **MAKE AN IMPACT!**

### **MAKE YOUR GIFT APRIL 4 – 5**

Make your Give Orange gift through your own ambassador link. Don't forget to share on social media after you've made your gift and tell your friends why you support Oklahoma State University.

### **SHARE DURING MATCHES & CHALLENGES TO WIN \$**

There are opportunities throughout Give Orange to participate in matches and challenges that can unlock extra money for the areas you're passionate about. Keep an eye on these and rally your network to help your area win!

### **CHECK YOUR EMAIL**

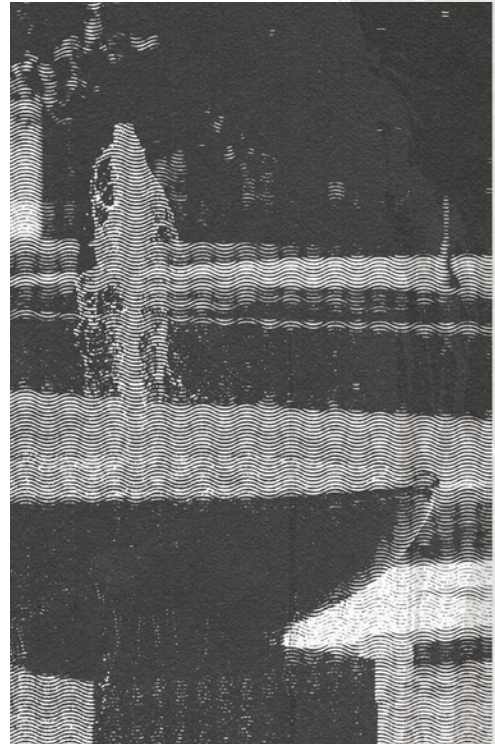
We will be emailing updates about challenges and ambassador leaderboards, so check your email at least once a day to make sure you don't miss anything.

### **DO WHAT MAKES SENSE FOR YOU**

There are countless ways to be an amazing Give Orange Ambassador. Do what makes sense for you, whether that's sharing on social media, sending emails or making phone calls!

### **FOR MORE INFORMATION CONTACT**

The OSU Foundation Office of Annual Giving at [AnnualGiving@OSUgiving.com](mailto:AnnualGiving@OSUgiving.com) or 405.385.5163



# **GO POKES!**

