

# Become an Advocate

## Why become a Tommie Give Day Advocate?

On Tommie Give Day, the entire St. Thomas community rallies to support scholarship funding that ensures access to a whole-person education for current and future Tommies. Advocates connect with their networks, raise awareness while encouraging giving and ignite the Tommie spirit.

- **Connect with your network**

- In-person or phone calls
- Email
- Social media/LinkedIn

- **Raise awareness while encouraging giving**

- Share your personal story: why do you support St. Thomas?
- Post the logo or graphic
- Provide the GiveCampus link for easy giving

- **Ignite the Tommie spirit**

- Those who give a gift of \$75 or more Nov. 1-15 will qualify to receive a jacquard knit signature Tommie Give Day scarf
- Gifts will be matched dollar-for-dollar to double the impact of gifts.

## How do I become a Tommie Give Day Advocate?

Scan the below QR code to visit the St. Thomas GiveCampus giving page. Click on the "Become an Advocate" button, set up your account and reach out to your networks.

Use our Advocate Toolkit for graphics and messaging to help you get started. Cut and paste from this document for easy shares, and be sure to add your personal touch!

Let us know if you have questions about Tommie Give Day or becoming an advocate. ADD PHONE AND EMAIL

**#TommieGiveDay**  
**stthomas.edu/tommiegiveday**





# Advocate Toolkit

## Sample Social Media Posts

### Invite a Friend

I made a gift for #TommieGiveDay. Will you join me?

### Share Your Passion

I gave to #TommieGiveDay because [reason]. Will you join too?

### Inspire Community

Together, we can positively impact access to education. Join me for #TommieGiveDay.

### Spark Impact

I gave to [college or unit] to support students on #TommieGiveDay. Will you join too?

### Today Is the Day

Join me for #TommieGiveDay today!

## Sample Email Messages

The copy below is an example of messaging you can share with your networks. Consider including your reasons why you give as you invite others to give a gift, too.

**ALUMNI**

I know what it's like to walk across the quad at St. Thomas, greeted by friends and professors who know my name and make me feel valued. I attended classes that ignited my passion for (insert profession/service). I want other students to have access to this environment where they will build a community that supports them on campus and beyond the Arches.

Right now, St. Thomas is rallying to support access to this transformational education. Let's help lighten the financial burdens for current and future Tommies and open more doors to opportunities by making a gift to St. Thomas. I'm giving on Tommie Give Day. Please join me! Roll Toms! [stthomas.edu/tommiegiveday](http://stthomas.edu/tommiegiveday)

**FRIENDS**

The University of St. Thomas has a way of making students feel seen and creating an environment that supports diversity, innovation and community. I want this transformational education to be accessible to all. Please consider joining me in making a gift to St. Thomas on Tommie Give Day. Every gift supports students in achieving their dreams while they build skills and empathy to lead, work and serve for a better society. [stthomas.edu/tommiegiveday](http://stthomas.edu/tommiegiveday)

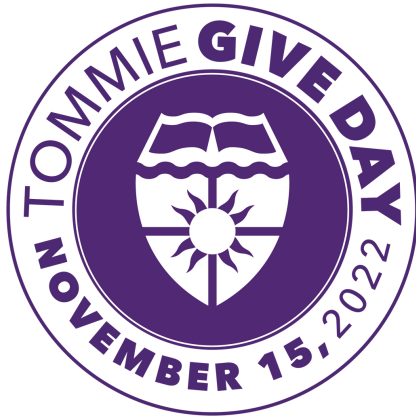
**#TommieGiveDay**  
**[stthomas.edu/tommiegiveday](http://stthomas.edu/tommiegiveday)**





# Advocate Toolkit

## Tommie Give Day Logo



## All Channel Social Media Profile Picture



#TommieGiveDay  
[stthomas.edu/tommiegiveday](http://stthomas.edu/tommiegiveday)

