



One day for STATE

social AMBASSADOR toolkit

2022


ONE DAY FOR STATE SOCIAL AMBASSADOR TOOLKIT

One Day for STATE (ODFS) is more than a 24-hour day of giving. It's a chance for Jackrabbits and friends to rally together to grant opportunities that transform lives and celebrate State. Last year, the generosity displayed blew everyone away – **5,438 DONORS** raising **\$1,940,896**. This year, we have even **bigger** and **bolder** plans!

Social Ambassadors are an instrumental part of the day's success, helping spread the excitement like wildfire across digital channels and increasing the message's reach through the use of personal social networks. Plus, making a difference is so easy – share the news of the day anywhere, anytime, using the social networks you're already using!

BEING A SOCIAL AMBASSADOR IS SIMPLE – BUT TO MAKE IT EVEN EASIER, HERE'S A TOOLKIT TO HELP. IN THIS TOOLKIT, YOU'LL FIND:

1. **NEW!** Links to remember
2. **NEW!** How to sign up to be an advocate
3. "How to Be a Great Advocate" checklist
4. Sample social media posts
5. Sample emails

 We **encourage** you to use your creativity and develop your own posts, or feel free to customize the samples we're providing. Some of the best content from last year came from you – our Jackrabbit volunteers!

Questions

Please feel free to reach out to our One Day for STATE team at **onedayforstate@sdstatefoundation.org** or call **605-697-7475** and ask for Erin or Heidi.

LINKS TO REMEMBER

OFFICIAL ODFS WEBSITE

Countdown to Sept. 8, sign up to be a social advocate, find your unique URL, view challenges, make a gift, etc

onedayforstate.org

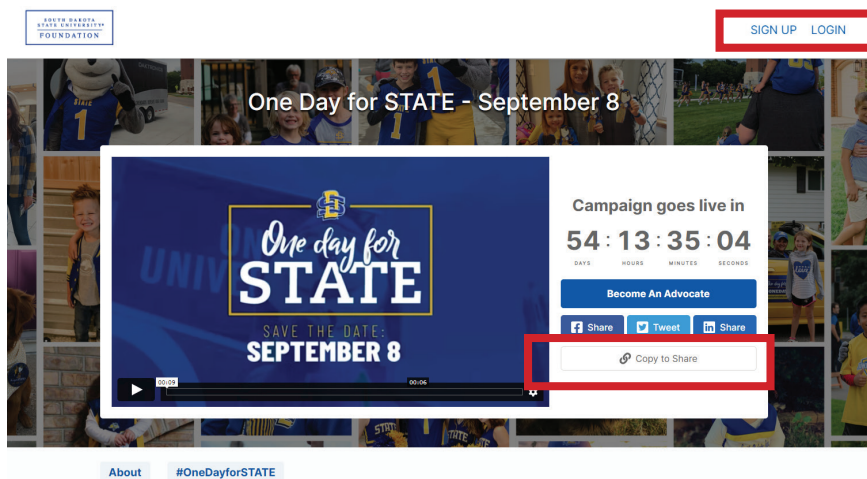
SOCIAL HUB - SOCIAL AMBASSADOR WEBSITE

This is a new website where you can download tools and resources to help you be a great social ambassador.

sdstatefoundation.org/socialhub

HOW TO FIND YOUR UNIQUE URL

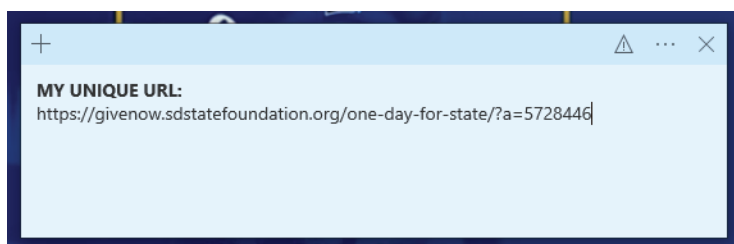
Your unique URL will track the amount of traffic and donations you help generate from your digital engagement during ODFS.



- Visit onedayforstate.org to sign up and create an “advocate” account.
- Once you’re signed in, click on the “Copy to Share” button.
- Your unique URL will now be copied. Paste it into a Word Document or a sticky note on your desktop for future use.



- Don't forget to include your unique URL in all social media posts regarding ODFS to track your activity.
- You also have the option to post directly on Facebook, Twitter and LinkedIn from the website.



HOW TO BE A GREAT ADVOCATE

Checklist



prepare

ANYTIME

☐

LIKE AND FOLLOW

Find the SDSU Foundation on social media for real-time content.

☐

MAKE IT OFFICIAL

Sign up to be an **advocate** at www.onedayforstate.org.

☐

PRIZE POOL

Check out the prizes you can win for being a top advocate on the Social Hub website (www.sdstatefoundation.org/social).

☐

JOIN THE GROUP

Join the "SDSU Social Ambassadors" Facebook group for additional content and tips.

NEW!

☐

OWN YOUR URL

Include your unique URL ([check the previous page to learn how to find it](#)) with **every post** to generate points for prizes.

☐

DOWNLOAD FRENZY

Download images from the Social Hub (www.sdstatefoundation.org/social) to use with your posts.

☐

CRAFT YOUR CONTENT

Draft and schedule posts for the day ahead of time, using your creativity to inspire others to join in.

NEW!

☐

PUSH PLAY

Watch the "quick tip" videos on the Social Hub and/or Facebook page, showing the ins and outs of being an advocate.



get excited

AFTER AUG. 8

☐

SAVE THE DATE

Once the date is announced on social media in August, spread the word to save the date: September 8. Watch for our promo video!

☐

JACKRABBITS, UNITE!

Plan a Jackrabbit gathering on One Day for STATE in your area.



final countdown

WEEK OF SEPT. 8

☐

START THE BUZZ

Help build excitement by sharing content leading up to the big day.

☐

PAINT YOUR PROFILE

Turn social media Jackrabbit blue by sharing our downloadable graphics and updating your social media cover photos.

☐

CHALLENGE ACCEPTED

Post challenge graphics to inspire others, explaining that their gift can go farther on One Day for STATE.

☐

EMAIL ENCOURAGEMENT

Send personal messages to friends and family, asking them to join in the fun.

HOW TO BE A GREAT ADVOCATE

Checklist



game time

SEPT. 8

☐

SHARE, SHARE, SHARE

Don't forget to include your unique URL and #OneDayforSTATE with **every post**.

☐

JACKRABBIT SELFIE

Post a photo/video with Flat Jack using #OneDayforSTATE. Our goal is to help Flat Jack travel to all 50 states and internationally, too! Send us your photos early for a chance to be in promotional materials.

NEW!

☐

POST A PERSONAL PLEA

Pleas are personal videos uploaded to the ODFS website by advocates. It's an opportunity to tell the story of why you're passionate about participating in ODFS and inspire others to get involved too.

☐

BE BOLD. GO LIVE!

Get brave and do a "live" video on social media, encouraging others to participate in One Day for STATE. Another option: *prerecord your video and post later!*

☐

GIVE A GIFT

Support an initiative near and dear to your heart at www.onedayforstate.org.

☐

REACH OUT

Reach out to your Jackrabbit friends living in different states/countries and encourage them to participate.

☐

CELEBRATE GOOD TIMES, COME ON!

In Brookings for the day? Celebrate with us at the Yellow and Blue Block Party from 5 - 8 pm on the Alumni Green.



celebrate

FOR AS LONG AS YOU WANT!

☐

ATTITUDE OF GRATITUDE

Thank everyone who helped out, gave a gift, or shared a message. Hugs, high fives, likes, and a classic "thanks a bunch" are all welcome!

☐

FLAUNT IT

Continue to spread the news of all the day's successes, even after the event.

☐

THANKS A MILLION

Share the Foundation's thank you content or create your own.

☐

GET PUMPED

Let the countdown begin! Get excited for One Day for STATE 2023.

"I love SDSU with my whole being. Becoming a social ambassador was an easy decision and one I'll continue to honor in the years to come. Plus, it's just flat-out fun!"

Matilyn Kerr - Social Ambassador

SAMPLE SOCIAL MEDIA POSTS

Pre-Event Posts



Nick Lorang

Hey you there, scrolling Twitter. You should become a Social Ambassador for #OneDayforSTATE.

- 👉 No heavy lifting
- 📱 You're already on your phone
- 🏆 Compete to win sweet prizes
- 🐰 Celebrate Jackrabbit pride
- 💰 Help raise money for @SDState

Learn more: <<insert unique URL>>



Erica Quam

Let's get ready to celebrate, Jackrabbits! We're less than 24 hours away from #OneDayforSTATE! View the countdown: <<insert unique URL>>



Eric Henderson

WE is greater than ME! I love this place because of the people!

A little goes a long way when we join together during #OneDayforSTATE! We have the strength to make an incredible impact. Join me tomorrow: <<insert unique URL>>



Tyler Merriam

Our family has been so blessed to be a part of this wonderful University. It's truly our second family.

Join us in supporting everything #SDState has to offer this Thursday.

#OneDayforSTATE <<insert unique URL>>



Alex Arians

It's finally September! That means #OneDayforSTATE is right around the corner. The Jacks appreciate everyone's support! <<insert unique URL>>



Frank Robertson

We're less than 10 hours from #OneDayforSTATE and your opportunity to make a difference for @SDState Jackrabbits! As an alumnus, @SDState_COJO and @SDStateMMC have given me so much.

I'll be giving back. Will you? See the countdown: <<insert unique URL>>



Annie Williams

Raise your hand if you're excited for #OneDayforSTATE! I know @GoJacksSoccer is!!! <<insert unique URL>>



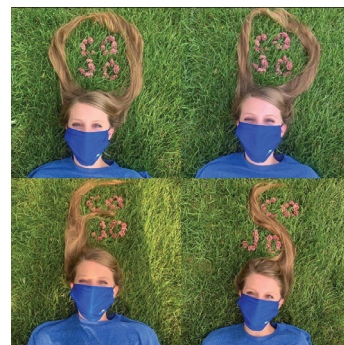
SDSU Track/XC

Tomorrow is #OneDayforSTATE and it is a great opportunity enhance the student athlete experience for the members of the men's and women's TF and XC teams. Those funds will be used for additional equipment and travel. <<insert unique URL>>



SDSU COJO

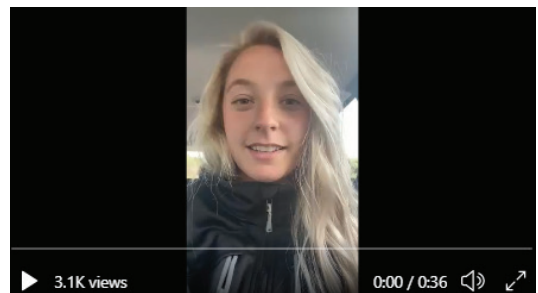
We're beyond excited for #OneDayforSTATE tomorrow and hope you'll join us in the celebration: <<insert unique URL>>



Jackrabbit WBB

This is Madi. Madi's a legend.

Be a legend like Madi and support Jackrabbit WBB tomorrow for #OneDayforSTATE! <<insert unique URL>>



SAMPLE SOCIAL MEDIA POSTS

Day-Of Posts



Terry Hahn

Way past my bedtime but wanted to stay up to be the first to make a gift to @GoJacksWrestle for #OneDayforSTATE #stayjacked <<insert unique URL>>



Kevin Kessler

Why did Heidi and I give to #OneDayforSTATE? Because someone cared enough to help send the @SDSU_PrideBand to DC in 1997. It was the trip of a lifetime! Our current members deserve the same life-changing experiences. Thanks to all who have given today! <<insert unique URL>>



Kate Treiber

Hey tailgate friends! Let's do this #OneDayforSTATE thing! Ready ... Set ... GO BIG. GO BLUE. GO JACKS!!

<<insert unique URL>>



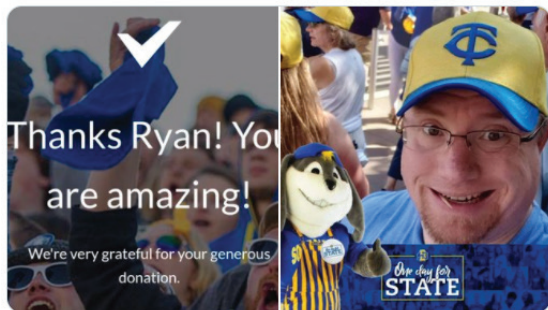
Matt Hoover

South Dakota State will always hold a special place in my heart as I got both my undergraduate degree and master's at SDSU. It truly was a blessing to call Brookings home for six years. I'm glad I can do my part in helping out today. Go Big! Go Blue! Go Jacks! #OneDayforSTATE <<insert unique URL>>



Ryan Jensen

Doing my part to give back to the Electrical Engineering Department. I wouldn't be where I'm at right now without the fine education I received here. #OneDayforSTATE <<insert unique URL>>



SDState Nursing

An additional 25 gifts and we have the potential to unlock \$5,000 from Dr. Marge and Ron Hegge & Dr. Lois and Wes Tschetter! #OneDayForSTATE

Thank you to the Hegges and Tschetters for their generosity!

Make an impact now: <<insert unique URL>>



SDStateAbroad

Going abroad isn't only about exploring the world but also about making connections. Host families help students create a home away from home. Donating gives students the opportunity to do so! #OneDayForSTATE <<insert unique URL>>



South Dakota State Geography

Jumping for JOY! We just unlocked Dr. Rachel MK Headley's \$5,000 Challenge! This donation will go to the Portal to the World Travel Fund to help Geography students experience travel! #OneDayforSTATE <<insert unique URL>>



SDSU Arts, Humanities & Social Sciences

Two hours left! Finish strong for future Jackrabbits to come!

<<insert unique URL>> #OneDayforSTATE



Andi Fouberg

👁️ Out here looking for @sdstatealumni and @sdstate fans in Delaware, Mississippi, and Rhode Island to complete the #OneDayforSTATE 50 state challenge. Send them here: <<insert unique URL>>



SAMPLE SOCIAL MEDIA POSTS

Day-Of Posts



South Dakota State - College of Nursing

It's #OneDayforSTATE! Join Dean Krogh and some of our amazing students in the brand new skills lab in Brookings, made possible by generous donors like you! THANK YOU! Today, your gift will go even further. Thanks to our challenge donors, every gift helps unlock additional dollars. Ready to join us? <<insert unique URL>>



Jackrabbits WWB

Interested in giving directly to Jackrabbit Women's Basketball for #OneDayforSTATE?

- ◆ Follow the link: <<insert unique URL>>
- ◆ Click "Give Now"
- ◆ Enter the amount
- ◆ Select "Women's Basketball" from the drop down menu
- ◆ Enter your details
- ◆ Feel our appreciation



Marina Hendricks

This awesome group includes some of my first #SDStateMCC students. I just donated to #OneDayforSTATE in their honor. Join me! Choose College of Arts, Humanities & Social Sciences, then #journalism. <<insert unique URL>>



SDSU Briggs Library

#OneDayforSTATE is winding down, Jackrabbits! Before you call it a night, make an impact for @sdstate by supporting the library: <<insert unique URL>> ➡ Make a donation ➡ SDSU Places and Traditions ➡ and designate your gift to Hilton M. Briggs Library!



SDSU - Jerome J. Lohr College of Engineering

We appreciate the support of Gordon Niva and Susan Lahr for the Challenge of 50 Donors! WE MADE IT! If we get 100 donors by midnight tonight, the Dean's Advisory Council will give an additional \$7,000! Come on, JACKRABBITS! Show your support for STATE.

Click here to donate now: <<insert unique URL>> #OneDayforSTATE



Sharon Vestal

I donated. Have you? There's still time! #OneDayforSTATE 🧡💙

<<insert unique URL>>



M Vukovich

The NUTR225 class @SDState hopes you support #OneDayforSTATE #SDStateEHS <<insert unique URL>>



South Dakota State - College of Nursing

500 donors have unlocked \$55,000 for scholarships at SDSU during #OneDayforSTATE!

Help us keep the momentum going: <<insert unique URL>>

SAMPLE SOCIAL MEDIA POSTS

Post-Event Posts



Gordon D Niva

And that's a wrap. Susan and I are so honored to have been part of this event as donors and blessed that we can provide gifts to unlock the spirit of giving in others. Thank you Jackrabbit nation for your gifts to so many important initiatives at SDSU. #OneDayforSTATE



SDSU - College of Education and Human Sciences

Congratulations to the College of EHS! The final numbers regarding #OneDayforSTATE:

We met and exceeded all our challenges for the day, which unlocked a total of \$9,500 in donations.

We finished 2nd on the "Most Donors" leaderboard with 129 donors and managed to beat out all other colleges in that category.

And most importantly, we raised \$20,101 for students in EHS!



SDSU Track/XC

THANK YOU! Thanks to all that helped us yesterday with #OneDayforSTATE. We had nearly 300 donors yesterday that helped us blow past last year's fund raising total of \$10,000. Thank you! We are almost as happy as this guy was when he broke the school record in the 400!



Kevin Kessler

Hey everyone - one more tweet.

What a day.

A final tweet to say THANK YOU to everyone who helped make #OneDayforSTATE an unbelievable success. You brought the words "With Loyal Hearts So True" to life today. Your loyalty to the Alma Mater is an inspiration.



South Dakota State Women's Basketball

Over \$1.9 million raised yesterday during #OneDayforSTATE! 💙💛



Justin Sell

A big thank you to our Jackrabbit donors! We continue to set records. I'm proud to be part of such a special place! This is a terrific way to start the year!

#OneDayforSTATE



Andi Fouberg

A live look at me today after staying up to close out #OneDayforSTATE and then not being able to sleep from the excitement!



Cameron Simaz


The support for SDSU wrestling is truly unbelievable. The craziest thing is that it gets bigger EVERY year - I can only imagine what next year will look like. 🤯 Thank you, Jacks Fans. Thank you. 🙏

"Being a social ambassador and supporting One Day for STATE is my way of saying **'THANK YOU'** to the people and programs that gave me so much during my time at SDSU!"

Jordan Weidner
- Social Ambassador

SAMPLE EMAIL CONTENT

Email #1 - Send September 1

 Send	To...	Your friends and family
	Cc...	
	Bcc...	
	Subject	It's baaaackkkk.....

Dear <<insert name>>:

Big things can happen when Jackrabbits come together. Last year, we rose to the challenge during the 5th Annual One Day for STATE. **In 24 hours, thousands of donors from across the world joined together to raise \$1.9 million for Jackrabbits during One Day for STATE.**

On September 8, we'll do it again! The objectives are simple: to rally Jackrabbits everywhere to share their passion for the yellow and blue and celebrate all it means to be a part of STATE.

I am asking you to help us reach our goal of once again rallying **5,000 donors in 24 hours** by marking your calendar and making a gift at <<insert your unique URL>> on September 8 to join me in supporting a cause I am passionate about. And if you want to take it a step further and join me as a digital volunteer that day, visit www.sdstatefoundation.org/sa to learn more!


Together as one, we can make a difference for our current and future Jackrabbits.

Sincerely,

<<insert your name>>

SAMPLE EMAIL CONTENT

Email #2 - Send September 8

 Send	To...	Your friends and family
	Cc...	
	Bcc...	
	Subject	Today's the big day!

Dear <<insert name>>:

The big day is finally here! Please join me and the rest of the Jackrabbit community on One Day for STATE. Together, all gifts – large and small – can make a difference by investing in our current and future Jackrabbits.

Visit <<insert your unique URL>> and make a gift to a college or program that matters to you. With the help of today's challenge donors, your gift can go even farther.

SDSU played an important part of my life thanks to the generosity of others. Now, I want to pay it forward by giving back. I hope you will join me.

5,000 donors in 24 hours. It's a bold goal, but there's nothing the Jackrabbit family can't do when we work together. Visit <<insert your unique URL>> to join in the excitement.

Sincerely,

<<insert your name>>



Thank You!

As a social ambassador, you play a huge role in making **One Day for STATE** a success. **We can't do this without you.** Thank you for all of the time and effort you put into making this 24-hour celebration such a big success.

“ONE DAY FOR STATE IS **TRULY UNIQUE IN ITS ABILITY TO INVOLVE ALUMNI AND FRIENDS THROUGHOUT THE COUNTRY FOR 24 STRAIGHT HOURS.”**

Steve Erpenbach

- SDSU Foundation's President and CEO

Questions

Please feel free to reach out to our One Day for STATE team
at onedayforstate@sdstatefoundation.org
or call **605-697-7475** and ask for Erin or Heidi.