What is a Rutgers Giving Day Ambassador?

Being a Rutgers Giving Day Ambassador is a fun way to spread scarlet pride among your friends and family and inspire support of Rutgers Giving Day!

Ambassadors help spread the word and inspire support by reaching out to friends and family via social media, text, and/or email. Ambassadors can rally support for a specific fund or invite people to give to whatever part of Rutgers is important to them.

The Rutgers Giving Day website (givingday.rutgers.edu) highlights almost 200 funds across the university, so there’s something for everyone! Giving will officially launch at midnight on Wednesday, June 17, 2020.

How do I become a Giving Day Ambassador?

• Sign up by June 10 via givingday@ruf.rutgers.edu We’ll send you a personal tracking link to share on Giving Day. Tell us which fund you want to support or if you want to be an ambassador for the day in general.

OK, I’m in! What do I do on Rutgers Giving Day?

• Use your personal link to inspire friends and family to make a gift to Rutgers. Ambassador links allow you to spread the word and help the Giving Day team keep track of donations that you bring in (this is important because you could win bonus money for your favorite part of the university!). We will email your personal tracking link shortly before Giving Day.

• Inspire support by taking advantage of hourly and daylong challenges (Check them out on the Challenges tab at givingday.rutgers.edu). If you are strategic, you can help your favorite funds come out on top!
  o Example: Lunchtime Crunch-time Challenge: the fund with the most donors between 11 am and 2 pm will win an extra $2,000.

• Encourage your network to help your favorite fund finish in the top three or five on one of the leaderboards (Leaderboard tab at givingday.rutgers.edu).

• Post on social media, using #RUGivingDay.

• Have a competitive side? Help your favorite area win award money via the Ambassador Challenge. Ambassadors who bring in the most donors using their personal link will be able to award their favorite RU area between $500 and $1,000.

I can’t commit to being an ambassador but still want to help with Rutgers Giving Day. What can I do?

• No problem! We’re happy for any help you can give.
  o On Giving Day, you can visit the “spread the word’ tab at givingday.rutgers.edu to grab images and phrasing to share with your peers via social media, text, and email.
  o And of course, you can make a gift to your favorite area of Rutgers yourself!

This sounds great, but I still want more info.

• Great! You can learn successful strategies during one of the following half-hour ambassador training webinars below. Click on the link to register and you’ll receive a link to join:
- Thursday, June 4th, 7pm; http://www.cvent.com/d/mnqb57/4W
- Monday, June 8th, 3pm; http://www.cvent.com/d/xnqb59/4W
- Tuesday, June 9th, 7pm; http://www.cvent.com/d/snqb50/4W

You can also email the Rutgers Giving Day team at givingday@ruf.rutgers.edu and we’d be happy to answer your questions.

Thanks so much for joining the entire Rutgers community on June 17 to help inspire support!