

GiveUNC 2020 - UNC Health

AMBASSADOR TOOLKIT



On March 31, 2020, the University of North Carolina at Chapel Hill will host GiveUNC — our third-annual full-scale giving day. We have 24 hours to celebrate how much UNC means to us and honor the impact it has on our lives. Your support of **UNC Health** — which includes UNC Children's, UNC Lineberger Comprehensive Cancer Center, and the UNC School of Medicine and its departments — helps current and future Tar Heel health care providers, faculty researchers and our patients in Chapel Hill and around the world. Every gift, no matter the size, makes a difference.

This social media guide provides you with ideas for messaging, language and images for you to use to help spread the word about GiveUNC. We hope you will post across your social media accounts, from a status on Facebook and an update on LinkedIn to a post on Twitter and story on Instagram. The areas across UNC Health will be producing content for you to like and share throughout the day, and you can track the progress of GiveUNC on our social media channels or by checking the #GiveUNC hashtag.



Thank you so much for helping us spread the word about GiveUNC. If you have any questions or need any additional guidance, please feel free to contact Ellen Fraser, assistant director of digital fundraising for the UNC Health Foundation, at ellen_fraser@med.unc.edu.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

FOR **ALL** KIND
• the CAMPAIGN for CAROLINA •

WHO TO FOLLOW

 /UNCHealthFoundation  @UNCHealthFdn
 @unchealthfoundation

 /UNCLineberger  @unclineberger
 @unclineberger

 /NCChildrensHospital  @uncchildrens
 @uncchildrens

 /UNCSOMAlumni  @UNC_SOM
 @uncmedalum

 /DeptAHS  @UNC_AHS
 @unc_ahs

WEBSITE: giveunc.unc.edu

HASHTAG: #GiveUNC

Please do not modify this hashtag in anyway (for example, by adding a school or unit name to the end of the hashtag). We want to see and share your content throughout the day and will be following just #GiveUNC.

SOCIAL MEDIA CHECKLIST

MARCH 1 – MARCH 29 (BEFORE GIVEUNC)

- ☐ Follow the accounts listed on the previous page on Facebook, Twitter, and Instagram and share posts leading up to March 31
- ☐ Change your profile and cover photos to let your followers know about #GiveUNC — don't forget the hashtag and the website in the caption!
- ☐ Tell your followers to save the date for #GiveUNC and why you give back to areas across UNC Health. Encourage your network to give back and pay it forward on March 31.

MARCH 30 (DAY BEFORE GIVEUNC)

- ☐ Tell your followers to make a gift in honor of a health care provider for Doctor's Day

MARCH 31 (GIVEUNC)

- ☐ If you didn't already on Doctor's Day, make your gift! After you do, let your followers know that you stepped up on GiveUNC — and why you decided to give back.
- ☐ Encourage your followers to participate and make a gift — any gift, no matter the size, makes a difference. Don't forget to reference challenges offered throughout the day, which can sometimes double or even triple the impact of your gift!
- ☐ Post on social media throughout the course of the day. Create your own content or share the content that any of the accounts on the previous page will be posting throughout the day.
- ☐ If you know that someone in your network made a gift, say thank you!

APRIL 1 – BEYOND (AFTER GIVEUNC)

- ☐ Thank your followers for participating. We couldn't have achieved this extraordinary day without them (or you!)
- ☐ Be on the lookout for the announcement of our participation and dollar totals. Share that post to help us to thank everyone who participated in GiveUNC.

SAMPLE SOCIAL MEDIA POSTS

GiveUNC's success depends on the Carolina community coming together and making an impact online — so thank you for helping us spread the word. The posts below are suggestions to make it easy to share GiveUNC content. Have something to say that isn't below? Awesome! We'd love to hear your unique take on GiveUNC.

One of our favorite ways to encourage conversation around GiveUNC is to ask, "What are you for?" No matter what you say, make sure you promote GiveUNC with whatever is meaningful to you!

MARCH 1-MARCH 29 (BEFORE GIVEUNC)

- Be a part of something special at Carolina. Save the date for March 31. Support UNC Health for GiveUNC 2020! giveunc.unc.edu. #GiveUNC
- Wondering why you should give on #GiveUNC? One (of many!) great reasons — challenges offered throughout the day give you the opportunity to double (or even triple!) the impact of your gift. Here's a sneak preview of the challenges offered on March 31: giveunc.unc.edu/challenges
- 7 DAYS UNTIL GIVEUNC 2020. Make sure you set your alarm for next Tuesday, March 31 because you don't want to miss it! It will be a day full of Carolina pride, complete with the chance for YOU to make a huge impact. giveunc.unc.edu. #GiveUNC

MARCH 30 (DAY BEFORE GIVEUNC & DOCTOR'S DAY)

- GiveUNC 2020 may be kicking off tomorrow, but did you know TODAY is Doctor's Day? Consider joining the GiveUNC community of donors a day early with a gift in honor of a health care provider who has made a difference in your life! Give today! giveunc.unc.edu. #GiveUNC

MARCH 31 (GIVEUNC)

- Today is the day! Happy GiveUNC 2020! On this special day for the Carolina community, we want to know — what do you give for? Stick with us all day to learn why when you give to UNC Health, you give for discovery, healing, knowledge, and hope. Can't wait? GIVE NOW!: giveunc.unc.edu #GiveUNC
- ONLY A FEW HOURS LEFT to support UNC Health TODAY on GiveUNC! Remember you can also still give in honor of a health care provider — we only need XX more donors to unlock xx of our challenge gift! Time is running out — give today! giveunc.unc.edu #GiveUNC
- I'm [YOUR NAME HERE], I'm a Tar Heel, and I am proud to support Carolina on #GiveUNC. There's still time to join me! Make your gift here: giveunc.unc.edu

APRIL 1 AND BEYOND (AFTER GIVEUNC)

- Wow. That's all we can say. Yesterday on GiveUNC, we asked, "what do you give for?" and you responded with overwhelming support for our doctors, for our students, and for our patients and families. Thank you for helping us secure a healthier future for all. #GiveUNC

SOCIAL MEDIA ASSETS

Cover photos, profile pictures, and graphics are available for Facebook, Instagram, and Twitter. Check some of them out below. We will share graphics specific to areas across UNC Health with you via email, but below are some graphics, and you can download a few more at: www.giveunc.unc.edu/social.



Cover Photo



Profile Picture

