



Wittenberg Giving Day

#CommitToWitt | March 20, 2025

PRESENTERS:

Janice Ridolfi, RNL ScaleFunder Client Solutions Consultant





# Theme & Concept



*Thanks for Giving Like a Tiger  
as an Ambassador*



- **When:** March 20, 2025
- **Theme:** Pass Your Light! Give Like a Tiger!
- **Hashtag:** #Commit2Witt



What is an Online  
Ambassador?

# Peer Recommendation & Trust

*Social proof is important for online decision making.*

58% Branded Websites

70% Online Consumer Opinions

92% Recommendations from People I Know

% of Respondents Answering **TRUST** completely or somewhat





What does an  
online ambassador  
do?

# Online Ambassadors

## *You will...*

- Rally the troops and inspire your networks to give!
- Make the e-celebration fun!
- Help further the Wittenberg cause & mission!
- Show off why Wittenberg is important to you!



# How do you do that?

*It's simple!*

## Commit to Witt 2025

03/20/2025 12:00 AM EDT - 03/20/2025 11:59 PM EDT

### Welcome to Your Ambassador Dashboard!

#### Commit to Witt Basics:

**Date:** Thursday, March 20, 2025: 12 A.M. EST – 11:59 P.M. EST

**Hashtag:** #Commit2Witt

#### Ambassador Toolkit:

You can access our **Ambassador toolkit**. It has all the resources you need to spread the word about Commit to Witt 2025 and make an impact on the area of the University that means the most to you.

As an Ambassador, you create excitement about Commit to Witt before and during the campaign. We ask that you:

- **Pass Your Light! Give Like a Tiger!** Make your own gift during Commit to Witt using your unique Ambassador link and encourage the Tigers in your life to do the same.
- **Spread the word** about Commit to Witt using the resources in the **Ambassador toolkit** by posting on your social media and reaching out directly to your friends, family, and fellow Tigers. Be sure to use your Ambassador link to track the gifts that you bring in from your network.

#### Toolkit and Resources:

Our **Ambassador toolkit** has sample social media, text, and email language to help you spread the word about what you're supporting during Commit to Witt and how those in your network can get involved. It also includes images to post on Facebook, Instagram, X (formerly Twitter) and LinkedIn!

The **toolkit** also includes some frequently asked questions about Commit to Witt and the Ambassador program, how to set up your custom Ambassador link, and more!

AMBASSADOR TOOLKIT

#### YOUR AMOUNT RAISED

**\$0.00**

YOUR DONORS (0)

#### TOTAL CLICKS - YOUR SOCIAL REACH

|          |   |
|----------|---|
| Facebook | 0 |
| LinkedIn | 0 |
| X        | 0 |

- Use your networks and tools you already have – ambassadors do not need to have social media.
  - Email
  - Social Media
  - Word of Mouth
- Sharing is caring!
- Using technology – personal fundraising link








# Technology Overview

# Signing Up/In

You can go to [Commit to Witt 2025 / Sign Up](#) to sign up:



Help us spread the word about **Commit to Witt** and encourage fellow Tigers to join the fun. It is never too late to become an Ambassador!

### Ambassador Toolkit

You will have access to an exclusive **Ambassador Toolkit!**

In the toolkit, you can find sample social media posts and images, answers to our most frequently asked questions, how to set up your account, and more! Use the resources in the toolkit and your unique ambassador link to help spread the word!

### Commit2Witt Basics

- March 20, 2025: 12 A.M. ET - 11:59 P.M. ET
- Hashtag: #Commit2Witt

As an ambassador, you help create excitement about Wittenberg's annual day of giving before and during the campaign. Ambassadors are asked to:

1. **Pass Your Light! Give Like a Tiger!** Make a gift on Commit to Witt and encourage your networks to do the same.
2. **Spread the word** using resources provided in the **toolkit** through social media and email. Use your custom URL to track how many gifts you bring in from your network.

### Become an Ambassador!

Sign up to increase your impact!

**Sign Up**

---

### Already an Ambassador?

**Sign In**

Invite your friends to become one too!

**f X in**

- You can sign up using your email address.
- You'll receive an email with account creation instructions.

# Your Account Creation Emails

## Welcome Email



### Join us, Janice!

We are just a few days away from **Commit to Witt 2025!** We're proud to invite you to be a part of our big day. You have served as an Ambassador in the past, and we're grateful for your continued support. Wittenberg needs dedicated champions now more than ever.

Join us for 24-hours of giving. **Pass Your Light! Give Like a Tiger!**

Tiger Up!

The Commit to Witt Team

[wittenberg.edu/commit2witt](http://wittenberg.edu/commit2witt)

[Create Account](#)



Hi Janice ,

**Your #Commit2Witt Ambassador registration is complete!** Thanks for joining us as we make an impact on the departments, programs, and teams that mean the most to us. Below is your unique Ambassador link to share with family and friends:

**Your Ambassador Link:** [https://commit2witt.wittenberg.edu/giving-day/96418?utm\\_source=scafeunder&utm\\_campaign=amb\\_share&utm\\_content=k80qvtsv8phihm4b7qshcik&utm\\_medium=plain](https://commit2witt.wittenberg.edu/giving-day/96418?utm_source=scafeunder&utm_campaign=amb_share&utm_content=k80qvtsv8phihm4b7qshcik&utm_medium=plain)

Please note that your Ambassador link will not accept gifts until Commit to Witt begins at 12 A.M. EST on March 20.

**Now that your registration is complete, you can:**

- Check out the **Ambassador Toolkit** to learn how to make the most of your Ambassador link and find resources to make reaching out to your networks as easy as possible.
- **Log into your Ambassador Dashboard** to customize your Ambassador link.
- Explore the **Giving Day page**.

Feel free to reach out if you have any questions about the Ambassador program or Commit to Witt. Thanks for spreading the word and showing your fellow Tigers what it means to **Pass Your Light and Give Like a Tiger!**

Tiger Up!

The Commit to Witt Team

[wittenberg.edu/commit2witt](http://wittenberg.edu/commit2witt)

Share your **Referral Link** with friends and family to track your impact.

Facebook

X

After sharing, go to your [Ambassador Dashboard](#) to see which of your friends gave using your link!



# Your Ambassador Dashboard

## *Sharing your personal fundraising link*

### Welcome to Your Ambassador Dashboard!

#### Commit to Witt Basics:

**Date:** Thursday, March 20, 2025: 12 A.M. EST – 11:59 P.M. EST

**Hashtag:** #Commit2Witt

#### Ambassador Toolkit:

You can access our **Ambassador toolkit**. It has all the resources you need to spread the word about Commit to Witt 2025 and make an impact on the area of the University that means the most to you.

As an Ambassador, you create excitement about Commit to Witt before and during the campaign. We ask that you:

- **Pass Your Light! Give Like a Tiger!** Make your own gift during Commit to Witt using your unique Ambassador link and encourage the Tigers in your life to do the same.
- **Spread the word** about Commit to Witt using the resources in the **Ambassador toolkit** by posting on your social media and reaching out directly to your friends, family, and fellow Tigers. Be sure to use your Ambassador link to track the gifts that you bring in from your network.

#### Toolkit and Resources:

Our **Ambassador toolkit** has sample social media, text, and email language to help you spread the word about what you're supporting during Commit to Witt and how those in your network can get involved. It also includes images to post on Facebook, Instagram, X (formerly Twitter) and LinkedIn!

The [toolkit](#) also includes some frequently asked questions about Commit to Witt and the Ambassador program, how to set up your custom Ambassador link, and more!

AMBASSADOR TOOLKIT

YOUR AMOUNT RAISED

**\$0.00**


YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

|          |   |
|----------|---|
| Facebook | 0 |
| LinkedIn | 0 |
| X        | 0 |

#### Questions?

If you have any questions about the Ambassador program, please reach out to: [alumni@wittenberg.edu](mailto:alumni@wittenberg.edu)

 Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.

f

X

in

# Your Ambassador Referral Link

## *Shorten the URL to make sharing easier*

Here's your actual referral link to do with as you please:

[https://commit2witt.wittenberg.edu/givelikeatiger?utm\\_source=scal](https://commit2witt.wittenberg.edu/givelikeatiger?utm_source=scal)

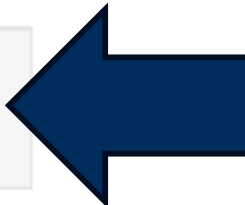
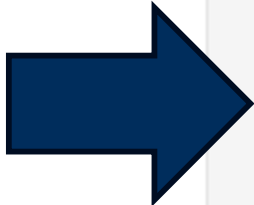
Referred Page:

Change Short URL: ?

<https://commit2witt.wittenberg.edu/amb/Janice>

Change Short URL: ?

<https://commit2witt.wittenberg.edu/amb/Janice>



# Track Your Progress!

*See which of your friends & colleagues are giving – track your impact!*

|                                  |   |
|----------------------------------|---|
| YOUR AMOUNT RAISED               |   |
| <b>\$0.00</b>                    |   |
| YOUR DONORS (0)                  |   |
| TOTAL CLICKS - YOUR SOCIAL REACH |   |
| Facebook                         | 0 |
| LinkedIn                         | 0 |
| X                                | 0 |

- The more you share, the more chances for your friends to give.
- Integrate your personal link into what you're already going to do – email or social, use what you know best!

# Ambassador Images and Toolkit

*All you need to be a successful ambassador!*



## Commit to Witt Sample Email

**Subject Line:** We have 24 hours to make an impact!

**Body:**  
[HOW YOU REFER TO THIS PERSON],

It's no secret I love Wittenberg University, so you probably won't be surprised to hear I'm an ambassador for Commit to Witt, Wittenberg's annual day of giving! This event is such a special way to step up and support our fellow Tigers and give to the areas of campus we are passionate about.

Now is the time to pass your light and give like a Tiger! Can I count on you to join in the fun with me so we can make this a day to remember?

Make a gift to what matters to you: [YOUR AMBASSADOR LINK]

Thank you,  
[YOUR NAME]



## Commit to Witt Day Sample Texts

- **Option 1:** [NAME], I have some exciting news! It's #Commit2Witt, the annual day of giving at Wittenberg University, and I signed up to be an ambassador! It's a great way to support what matters to you and our communities. Can I count on you pass your light and give like a Tiger? [YOUR AMBASSADOR LINK]
- **Option 2:** You know how much Wittenberg University means to me – and I'm so excited to be an ambassador to support the Tigers during #Commit2Witt! I'd love for you to join me so we can have an even bigger impact. Pass Your Light! Give Like a Tiger! [YOUR AMBASSADOR LINK]

# Social Media Best Practices

## *All you need to be a successful ambassador!*

### **Pre-Commit to Witt Day Social Media Posts**

- **Option 1:** It's almost #Commit2Witt at Wittenberg University. I'm already so excited to show my Tiger Pride! Learn more about how to pass your light and give like a Tiger! Save the date for Commit to Witt: [YOUR AMBASSADOR LINK]
- **Option 2:** I'm so excited to be an ambassador for #Commit2Witt at Wittenberg University — and I'd love for you to join me! We're going to do amazing things this year. Pass Your Light! Give Like a Tiger! [YOUR AMBASSADOR LINK]
- **Option 3:** The only thing better than supporting Wittenberg University on #Commit2Witt is giving early. I've already shown my support, and now it's time for you to pass your light and give like a Tiger! [YOUR AMBASSADOR LINK]

### **Day-of Commit to Witt Social Media Posts**

- **Option 1:** I just made a gift in support of [INSERT FUND] for #Commit2Witt! Will you take this moment to pass your light and give like a Tiger? Let's show the world what Tigers are capable of: [YOUR AMBASSADOR LINK]
- **Option 2:** It's #Commit2Witt and I've already made my gift to [INSERT FUND]! Now's the time to pass your light and give like a Tiger: [AMBASSADOR LINK]
- **Option 3:** Give like ME! Give like a Tiger! I just made a gift to Wittenberg University for #Commit2Witt. Now, it's your turn to make an impact on what matters to you: [AMBASSADOR LINK]
- **Option 4:** Calling all Tigers! It's #Commit2Witt. Pass Your Light! Give Like a Tiger and show our Wittenberg Pride: [AMBASSADOR LINK]
- **Option 5:** We are the future of Wittenberg University, and now's the perfect time to step up and make an impact! I already made my gift, and now it's your turn to pass your light and give like a Tiger! Let's make this #Commit2Witt one to remember: [AMBASSADOR LINK]
- **Option 6:** #Commit2Witt is coming to an end, but there's still time to show your support. Pass Your Light! Give Like a Tiger! Join me and our fellow Tigers to help make this the best Commit2Witt yet: [AMBASSADOR LINK]

### **Post Commit to Witt Social Media Thank You Post**





# Sharing Prompts & Story Ideas

# Personal Stories & Anecdotes

*Ideas to think about for your emails, social posts, etc.*

- Why are you passionate about Wittenberg?
  - My Degree changed my life
  - I want to pay it forward and help Wittenberg.
- What is your favorite Wittenberg memory?
  - Is there a colleague or professor that impacted you?
  - Did your time as a student at Wittenberg change your life?
- How has philanthropy impacted you?
  - Did Wittenberg make the impossible possible for you?

# Incorporate Fundraising Message

## *Using “I” statements & showcasing need*

- I give to Wittenberg because...
- How does giving back support your favorite aspects of what Wittenberg stands for?
- Remember to always include your ambassador link and a call to action!



Next Steps

# Ambassador Next Steps

- Sign-up at **[commit2witt.wittenberg.edu](https://commit2witt.wittenberg.edu)**!
- Check out the Ambassador Dashboard .
- Customize your personal fundraising link.
- Think about your Wittenberg story.
- Get excited for Giving Day!
- On March 20th– Share!

# Contact Information

## *Questions?*



Reach out to your Alumni  
Team:

[Alumni.wittenberg.edu](mailto:Alumni.wittenberg.edu)



Visit:  
[wittenberg.edu/commit2witt](http://wittenberg.edu/commit2witt)

Read the FAQ on the  
Wittenberg Giving Day Site!