



Advocate Tool Kit

Social Media

Keep it brief, include the link to the giving page, the hashtag, and a picture.

Suggested Social Media Posts:

Pre-Event - 1 week out

Mark your calendars! Shippensburg University Foundation will host SHIPGIVES, a 24-hour day of giving on April 7&8. I plan to give back and I hope you'll join me! For more info, visit [\[Platform Link\]](#) #SHIPGIVES

{Picture - Save the Date}

Join me in supporting Shippensburg University on #SHIPGIVES April 7&8 and help me impact initiatives that make a difference! [\[Platform Link\]](#)

{Picture - Save the Date}

It's happening - Shippensburg University Foundation's 24-hour day of giving on April 7&8! Will you be with me for the best #SHIPGIVES yet? [\[Platform Link\]](#)

{Picture - Save the Date}

First Day Of Event - April 7

Join me today to kick off #SHIPGIVES, the 24-hour day of giving to support students at Shippensburg University. [\[Platform Link\]](#)

{Picture - Clock}

Get on your feet for SHIP! Make a \$25 (or more) donation for #SHIPGIVES and get your super cool, student-designed SHIP SOCKS! [\[Platform Link\]](#)

{Picture - Keyshaun Socks}

Be part of the best #SHIPGIVES yet! Every gift - no matter the size - makes an immediate impact on SU students. [\[Platform Link\]](#)

{Picture Why Give Students}

Second Day Of Event - April 8

Celebrate the power and experience the joy of giving and impact the success of students at Shippensburg University through a gift to #SHIPGIVES! I did! [\[Platform Link\]](#)

{Picture - Why Give Joy}

There's still time to get your SHIP SOCKS. I did! \$25 is all it takes to get them during #SHIPGIVES! [\[Platform Link\]](#)

{Picture of you wearing your socks}

E-Mail

Announcement Email

Prior to April 7&8

Shippensburg University Foundation has some big news: Our third SHIPGIVES 24-hour day of giving gets underway on April 7&8! Will you be part of the best one yet? Our goal is to have 400 donors and raise \$175,000 for the Annual Fund. Gifts made during SHIPGIVES have an immediate impact for students and programs at Shippensburg University.

Join me by making a gift to support a college, a department, athletics, student-faculty research, or whatever you choose. A gift of at least \$25 scores you a pair of SHIP Socks, designed by one of the phonathon students, Keyshaun.

Every amount counts and adds to the immediate impact for students. To stay updated about our progress toward our goals, follow us on Facebook and Instagram. You can help promote the cause by sharing on your social media along with us.

I am looking forward to an amazing day of giving. It's gonna be epic! [\[Platform Link\]](#) #SHIPGIVES

April 7

Today is the day for SHIPGIVES! I am so excited to be part of something big to benefit the students and programs at Shippensburg University.

{WHY I GIVE} is what compelled me to give. Students at SHIP need our support to make their college experience as wonderful as they imagined.

Join me to help make this SHIPGIVES the best one yet! And, don't forget about those amazing SHIP Socks! A gift of \$25 or more is all it takes to receive your pair!

Go to [\[Platform Link\]](#) to make a gift that could be the first one from your class or state. Maybe your gift will complete a challenge and unlock a matching gift. Your gift will make an immediate impact! Don't forget to share your story on social media and inspire others to give! [\[Platform Link\]](#) #SHIPGIVES

April 8

There is still time to participate in SHIPGIVES! The response has been great so far, but the need is even greater. The impact of your gift will be immediate for Ship's students, giving them opportunities that may not have been possible without your support.

Don't miss out - make your gift of at least \$25 and get your exclusive, student-designed SHIP Socks! I did, and I know you will love them. So, not only will you get great socks, you also get to enjoy the satisfaction of giving and helping to make the dreams of Ship's students come true.

Visit [\[Platform Link\]](#) to give and to follow the progress of this epic day. Are you part of the best SHIPGIVES yet?

All graphics will be updated for this year's SHIPGIVES
and provided as soon as they are available.

Save the Date



Small Save the Date



Keyshaun Socks

Introducing the 2021 ShipGives Sock Design!

SHIPGIVES

April 7 & 8



Artist: Keyshaun Class of 2023

24 HOURS OF GIVING | SHIPPENSBURG UNIVERSITY FOUNDATION

Small Keyshaun Socks

SHIPGIVES

Introducing the
2021 ShipGives Sock Design!

24 HOURS OF GIVING | APRIL 7 & 8 | SU FOUNDATION



Vertical Save the Date

Save the
Dates for

SHIPGIVES

2021
sock reveal
coming
March 18!

24 HOURS OF GIVING
APRIL 7 & 8
SU FOUNDATION

Vertical Keyshaun Socks

SHIPGIVES

Introducing
the 2021
ShipGives
Sock Design!



*Designed by Keyshaun
Class of 2023*

24 HOURS OF GIVING
APRIL 7 & 8
SU FOUNDATION

Clock



Why Give Students

A large group of students, mostly young women, are posing for a group photo in front of a building with large windows. They are all wearing red polo shirts, some with a small logo on the chest. They are arranged in several rows, with some kneeling in the front. The background shows a modern building with a large glass window reflecting the sky.

WHY GIVE?

You want to help SHIP students.

SHIPGIVES

APRIL 7 & 8 | 24 HOURS OF GIVING
SU FOUNDATION

Why Give Joy

WHY GIVE?

To experience the **JOY** of giving.



WANDA '80



CAITLIN '07



CHUCK '00&'01M



JEROME '82

SHIPGIVES

APRIL 7 & 8 | 24 HOURS OF GIVING
SU FOUNDATION