Welcome!
Ohio State Day of Giving
Ambassador Program
Being an Ohio State University ambassador means…

• You love and support The Ohio State University

• You’re active on social media and email

• When you share about the University, your friends and followers take notice – and take action
TODAY’S DIGITAL LANDSCAPE
AMBASSADORS TRANSFORM PHILANTHROPY

- Peer to peer is most trusted\(^1\)

- Email conversion rates:\(^2\)
  - Ambassadors – 25 percent
  - Institution – .08 percent

Emails from ambassadors are 312 times more effective at landing a gift than the same email from the institution.
AMBASSADORS TRANSFORM PHILANTHROPY

When more people see the opportunity to give, we raise more money and strengthen The Ohio State University!
AMBASSADOR MISSION #1

The Ohio State University’s biggest Day of Giving ever!
OHIO STATE’S DAY OF GIVING

The University’s 24-hour celebration of philanthropy:

• Matches scheduled throughout the day

• Give to any area of the University that matters to you

• A celebration of philanthropy in support of The Ohio State University
MATCHES

Confirmed Matches
Fisher College of Business
James Cancer Hospital
Newark Campus
College of Optometry
College of Veterinary Medicine
Global Match Dollars

Today’s the day to honor Larry Herman
Larry Herman spent many of his 53 years at the law school mentoring our students to become better litigators, better students and better public servants. All gifts today will be matched up to $15,000 to ensure that our students will continue to have access to the best and most comprehensive education we can provide. Give today!

$9,210 MATCHED
ENDED

Help us go global!
All gifts made to the Fisher global leadership fund today will be matched dollar-for-dollar, doubling your impact. Your support will help a student secure a global internship and gain first-hand experience working for and engaging with companies around the world.

$88,754 MATCHED
ENDED
GIVE

Make your gift (or gifts) to the area of the University that matters most to you…

…then share news of your gift and ask your online community to join you in the generosity!
SHARE

We will be sending ambassador-specific emails to you throughout the day. These emails allow:

- One-click sharing to Facebook and Twitter
- The ability to copy your personal URL and paste it into email, text messages, and social media
- ...you to track which of your friends give through your sharing!
HOW TO SIGN UP

THE OHIO STATE DAY OF GIVING
02.28.18

YOUR CHANCE TO MAKE A DIFFERENCE STARTS IN:
32 DAYS
09 HRS
00 MIN
14 SEC

THE OHIO STATE DAY OF GIVING IS FEBRUARY 28

Show your love for Ohio State with a gift during the annual Day of Giving

OHIO STATE.
DAY OF GIVING
02 • 28 • 18

Buckeyes give. It’s who we are; it’s what we do. That’s why on Wednesday, Feb. 28, Buckeyes around the world will come together to support the causes at the University important to them. Save the date to come back and join the most important 24 hours of the year.

Want to make your gift today? Give here.

Become an Ambassador
Sign up to increase your impact!

Enter your email to get started...

Sign Up

Click here to find out more about Ambassadors!

DON'T FORGET TO SHARE:

Questions? See our FAQ.
Or you can contact us at buckleyefinder@osu.edu.
HOW TO SIGN UP

Want to go above and beyond to show your Buckeye pride? You can help make Ohio State's Day of Giving a huge success!

Sign up today to be an Ambassador, and see the impact your personal network has throughout the day. We will share everything you're going to need to help you mobilize your network to make a gift on February 28. That means graphics, copy, sample posts and more.

With your help, we'll impact countless lives and ensure that this Day of Giving is one that will always be remembered.

You're invited to learn more about becoming an online ambassador for the Ohio State Day of Giving during our webinar Wednesday, Jan. 31 at 1 p.m. Register today!

Become an Ambassador
Sign up to increase your impact!

Enter your email to get started...

Sign Up

OR

Sign up with Facebook

Already an Ambassador? Sign in here!
Or invite your friends to become one too!
HOW TO SIGN UP

Ambassador

Day of Giving 2018
02/09/2018 12:01 AM EST - 03/01/2018 11:59 AM EST

Thanks for signing up to be an Ambassador!
You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link.

YOUR AMOUNT RAISED

$0.00

YOUR DONORS (8)

YOUR SOCIAL REACH

Facebook 0
Linkedin 0
Twitter 0

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

https://dayofgiving.osu.edu/giving-day/3261?utm_source=scalefun
SAY “THANKS”

When you see your connections share, send them a virtual high five…

…gratitude goes a long way to securing critical funding for The Ohio State University…

…which is why we thank you in advance for this important work!
HOW ELSE TO HELP

Don’t wait for us to send you content!!

Please create and share your own great posts using the main hashtag – #BuckeyesGive
DISCUSSION

Again – THANK YOU!!!

How else can we help?

Email Kyle at:

kutchenriter.1@osu.edu