



THE CAMPAIGN FOR
MISSOURI STATE UNIVERSITY

How to get activated for #BearsGive, Missouri State's Annual Giving Day

#BearsGive begins on 10/13 at 10am and ends 10/14 at 10pm. In-person presence isn't necessary as the Giving Day will be virtual. We will have events on campus that you are welcome to attend as well as a VIP Happy Hour on 10/13 from 4pm-6pm with trivia and prizes. On 10/13 at 10am, kick-off will be on the north mall and going into the PSU. Donuts and refreshments will be available. Pick-up your Advocate swag bag and bandana while supplies last. If not nearby, don't worry, your bag can be mailed to you!

#BearsGive is our time to put Missouri State in the spotlight. The goal is to encourage people to give to the area of their choice, at the level that they are comfortable with. It's a crucial vehicle to continue to offer the best programs, the best facilities, the best resources, the best faculty, and all the things that make Missouri State prosper.

- Anyone advocating for the area that matters most to them, needs to sign up for a <http://missouristatecrowdfunding.org> account by clicking signup in the top right and following the steps. If you already have an account, you can skip this step!
- While advocating for the area of choice, Advocates need to be logged in to their <http://missouristatecrowdfunding.org> account and utilize the Advocate features on the campaign.

The minimum requirement is to share the campaign to social media using the share buttons on the campaign page. Advocate activity can be tracked by logging into your <http://missouristatecrowdfunding.org> account. You can see how many clicks, gifts, and dollars you have helped raised on the Advocates tab of the crowdfunding page. Competition can also encourage Advocate work between your base. Advocates should reach out to other parties to get them activated as a #BearsGive Advocate.

Official Advocate training is on September 16th, 2021, 1:00pm-1:45pm central. Register by clicking [here](#)

Up to 500 Advocates will receive a swag bag with unique #BearsGive items.

Below are the Advocate calls to action and ways you can make your support, or the support of your base go so much further:

★ Consider Your Own Gift

- ▶ Lead by example and make your own gift early. It's much easier to ask your friends and family to **join you** in making a gift when you've already done it yourself!

🤝 Offer a Match (or Challenge)

- ▶ Leverage your gift and encourage others to give via a match or challenge.
- ▶ Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes

A Match can be set up as matching \$X per donor OR \$X per \$1 donated. For example, "Anna Anderson is matching \$20 per donor up to \$400" OR "Ben Baker is matching \$2 per \$1 donated up to \$1,000" The donor will be counted in the over total and the associated leaderboards as soon as they set up the Match but they will have \$0 associated with them until they start matching gifts and then dollars will reflect the amount that has been matched as

qualifying donors give.

Matching gifts encourage participation by doubling the donor's gift.

A Challenge is set up in such a way that a donor will give \$X if Y number of donors give OR the donor will give \$X if \$Y is donated. For example, "Charlie Cromer will give \$10,000 if 300 donors give" OR "Denise Duffy will give \$10,000 if \$100,000 is donated" Challenges are all-or-nothing in that the dollars are not released unless the threshold specified in the terms of the Challenge is met. The donor will be counted in the overall total and the associated leaderboards, but they will have \$0 associated with them, once the threshold is met and the Challenge is unlocked, it will display automatically in your overall donation amount and any associated leaderboards.

Challenges encourage participation plain and simple.

Ideas for challenges or matches:

- Class year – limit it to a certain class year!
- Major/ Department – limit it to your area of choice
- Geographical location – Can we get a gift in all 50 states?

Participation across the board is the best way to establish a match or challenge as it helps propel Missouri State Onward and Upward but limiting can create competition between groups.

**Donors can stay anonymous and not be recognized publicly if they prefer.*



Share, Share, Share

- ▶ The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- ▶ Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!



Tell Your Story

- ▶ Create a Personal Plea and post it to the campaign page!
- ▶ Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!

Why become an Advocate for #BearsGive?

To gain financial support for your area of choice. #BearsGive is all about participation, the size of the gift isn't the focus. When we come together, gifts no matter the size have a large impact on program support, facilities, technology, and the entire Missouri State campus community.

Be creative!

Do you have funds you can use to encourage giving? For example, we have a donor who will be supporting the Chemistry department by playing cornhole on campus during the #BearsGive event. For each hole made, the donor will give funds to the Chemistry department. This is a fun and engaging way to garner support. Students will be running the cornhole challenge. We will be livestreaming throughout the day, and you are free to stream on your channels as well. Do you have students who can help run on-campus engagement for your area and make some noise?

**A minimum match or challenge of \$500 is suggested if creating a match or challenge to engage your base.*

Sharing on your social media channels, both personal and professional, will ensure your audience can participate.

We will have social media challenges throughout the day to encourage Advocates across the country to share the campaign and to engage with Missouri State on social media. Prizes will be awarded for certain Advocate events.

Questions? E-mail Director of Annual Funds AlisonHarper@MissouriState.edu