

2/18/2016

# CARLS GIVE DAY

#CarlsGive  
[go.carleton.edu/carlsgive](http://go.carleton.edu/carlsgive)



# Carls Give Day

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- ❖ Thursday, February 18.
- ❖ Livestreamed content and activity on campus from 6am-11pm (CT).
- ❖ Website: <http://go.carleton.edu/carlsgive>
- ❖ #CarlsGive
- ❖ Focus on celebrating a day for Carleton and donor participation.
- ❖ All gifts (and FY16 pledges) arriving on 2/18 count!
- ❖ Donors challenges...to be announced!

# Building Momentum

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- ❖ Use the communications channels that feel right for you!
- ❖ Multiple forms of communication help - email, phone, social media, etc.
- ❖ Multiple voices help - engage your class team...and beyond!
- ❖ Encourage engagement - tag, share pictures (and more), reply to posts!
- ❖ Thanks those who give and engage!
- ❖ Think about strategies for those not connected on email/social media.

# Email

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- ❖ College communications are not always opened/read.
- ❖ Forwarding Carleton emails with a personal note is always an option!
- ❖ Use multiple voices and short, personal messages.
- ❖ Consider including images, animated GIFs, or videos, and use humor!



# Social Media

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- ❖ Use the channels that are right for your class.
- ❖ Carleton official social media channels
  - ❖ Facebook: <http://www.facebook.com/carletoncollege>
  - ❖ Twitter: @CarlsGive & @CarletonCollege
  - ❖ Instagram: <http://www.instagram.com/carletoncollege>
  - ❖ Give Day Social Media Feed at [go.carleton.edu/carlsgive](http://go.carleton.edu/carlsgive)
- ❖ Tag posts using #CarlsGive
- ❖ #CarlsGive
- ❖ Focus on celebrating a day for Carleton and donor participation.
- ❖ All gifts (and FY16 pledges) arriving on 2/18 count! Donors challenges...to be announced!

# Facebook



**Eryn Deeming Kehe**  
January 20 at 2:06pm · Portland, OR

On Thursday, February 18, join us in celebrating Carls Give Day!  
<http://go.carleton.edu/carlsgive>

GiveDay 2016

0:00 / 1:40

**Eric Rohn**  
Just now · 🌐

Help the Class of 2008 hit our Give Day goal of 100 gifts! #CarlsGive  
<http://go.carleton.edu/gve16S>

Like Comment

**Carleton College Class of 2001**  
January 23, 2015 · 🌐

Woah! Special challenge announced! An additional \$50,000 will be released if we hit 1000 gifts by 6pm (CT)! Spread the word and give now at <http://give.carleton.edu> #carlsgive

**Carleton College: Giving to Carleton: Make A Gift Now**  
Make a gift to Carleton — either immediately or in installments — using your credit card  
[GIVE.CARLETON.EDU](http://GIVE.CARLETON.EDU)

Like Comment Share

**Eric Rohn**  
Just now · 🌐

Join me at the Twin Cities happy hour on 2/18 #CarlsGive

GATHER,  
CELEBRATE,  
GIVE!

Carleton

Like Comment Share

Status Photo / Video Life Event

I just made my Give Day gift, how about you [Betsy Sylvester?](#) #CarlsGive

Public Post

**Eric Rohn**  
Just now · 🌐

Get your Carleton gear on - it's Give Day! #CarlsGive  
<http://go.carleton.edu/carlsgive>

Like Comment

Write a comment...

# Twitter



**Lil Schiebs** @lilschiebs · 23 Jan 2015  
Guys, I did it. I carlsgave.

#carlsgive

1 retweet 4 likes

**Carleton College AAF Retweeted**  
**Lyssa Searcy** @searcyl · 23 Jan 2015

AAF team shows up in SF, only ones with Carleton gear #teampride  
#CarlsGive #Carlslove #lastpost



4 retweets 5 likes

**Carleton College AAF Retweeted**  
**bjcjjdgd** @BJCJJJDG · 23 Jan 2015  
@CarletonCollege #carlsgive and #carlshelpcarls '93 and '92 grads + Carleton spawn



1 retweet 3 likes

**Carleton College AAF Retweeted**  
**Katherine France** @KParisFrance · 23 Jan 2015  
I give to @CarletonCollege because I won't ever be able to listen to Like a Prayer in public #carlsgive

1 retweet 3 likes

**Carleton College AAF Retweeted**  
**Emily M. McAdam** @lemster047 · 23 Jan 2015  
I was almost too distracted being entertained by Lenny Dee to notice WE HIT 1000 gifts. BOOM GOES THE #CARLSGIVE DYNAMITE!!!

3 retweets 3 likes

**Carleton College AAF Retweeted**  
**Kyle Pearson** @KylePBurkhardt · 23 Jan 2015  
We waited until the last minute, but @jmorganbjones and I made our donation! Have you? #CarlsGive #BasilsAsAReward ?

2 retweets 2 likes

**Carleton College AAF Retweeted**  
**Linda Holmberg** @linka2396 · 23 Jan 2015  
Jake donated for his Carl Tim Oliver '18 #carlsgive



1 retweet 2 likes

**hannah goldberg** @hannahgoldberg · 23 Jan 2015  
I lost a bet to Ryan Hafner. So my second donation of the day. #carlsgive

1 retweet 4 likes

# Instagram



carletoncollege FOLLOW

25 likes 52w

carletoncollege #Repost @egohsa · · ·  
Reppin' my school! #carlsgive

Log in to like or comment. ...



carletoncollege FOLLOW

36 likes 52w

carletoncollege #Repost @cgardner1206 · · ·  
First Annual Carls Give Day swag--  
come share your time and story with  
alumni! #carlsgive

chris\_biraghi @alyssanapoleonn  
@jaden\_lewis\_275 @dean\_morreale got to  
be there

Log in to like or comment. ...



carletoncollege FOLLOW

46 likes 52w

carletoncollege #Repost @suhailthandi · · ·  
#CarlsGive = lots of free merch [👉]

dan\_potapchuk My dream school  
dan\_potapchuk #♥️Harlod

Log in to like or comment. ...



carletoncollege FOLLOW

34 likes 52w

carletoncollege #Repost @snowking5ever · · ·  
My grandpa (56) never missed a  
donation, and I don't plan to either.  
#carlsgive

alredmond That's awesome!

Log in to like or comment. ...

# Social Media

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- ❖ If your class is active on other platforms use them!
- ❖ Encourage engagement from classmates/volunteers who are already more active on social media.
- ❖ Negative comments/interactions can happen - focus on positive messages and continued to sharing.

# Videos



- ❖ Videos are a great way to engage classmates!
- ❖ You don't need to be professional to be successful.



# Other Communications Channels

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- ❖ Personal phone calls.
- ❖ Text Messages.
- ❖ Get creative...
- ❖ Ask in person at a Give Day alumni event!

# Wrap-Up

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- ❖ Make a plan, work your plan.
- ❖ Use multiple communications streams.
- ❖ Take advantage of social media.
- ❖ Focus on participation.
- ❖ Have fun!!
- ❖ <http://go.carleton.edu/carlsgive> & #CarlsGive
- ❖ Questions?