2/18/2016 CARLS GIVE DAY
#CarlsGive
go.carleton.edu/carlsgive
Carls Give Day

- Thursday, February 18.
- Livestreamed content and activity on campus from 6am-11pm (CT).
- Website: [http://go.carleton.edu/carlsgive](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!
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.
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!
Schiller,

Is your inbox filled with all things Carleton yet?

Your gift makes a difference for students, and today is a great chance to help our class (we're hoping to get 100 gifts) and unlock some extra challenge funds for Carleton.

Just head on over to http://go.carleton.edu/carlsgive

Thank you for your support!

Oscar the Penguin

Don,

Today is Carls Give Day! Hop on over to http://go.carleton.edu/carlsgive to check out the action from campus, and join me in making an AAF gift today!

Thank you,
Eric

P.S. Did you see there's a Washington D.C. event tonight? Hope you can attend!
I'm looking forward to the Twin Cities happy hour!
Social Media

- 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
- Tag posts using #CarlsGive
- #CarlsGive
- Focus on celebrating a day for Carleton and donor participation.
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Facebook
Twitter

Lil Schiebs @schoebie - 23 Jan 2015
Guys, I did it. I carligive.

Carleton College AAF Retweeted
Lyssa Searcy @searcy - 23 Jan 2015
AAF team shows up in SF, only ones with Carleton gear #teampride
#CarlsGive #Carlslove #lastpost

Carleton College AAF Retweeted
bjiijd @BUJjijDG - 23 Jan 2015
@CarletonCollege #carligive and #carshelpcarls '93 and '92 grads + Carleton spawn

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
#carligive

Carleton College AAF Retweeted
Emily M. McAdam @emaster047 - 23 Jan 2015
I was almost too distracted being entertained by Lenny Dee to notice WE HIT 1000 gifts. BOOM GOES THE #CARLSGIVE DYNAMITE!!!

Carleton College AAF Retweeted
Kyle Pearson @KylePBlunkhardt - 23 Jan 2015
We waited until the last minute, but @jmorganbjoness and I made our donation! Have you? #CarlsGive #BasilAsAReward?

Carleton College AAF Retweeted
Linda Heineberg @la-ka-fishio - 23 Jan 2015
Jake donated for Mr Carl Tim Oliver '18 #carligive

hannah goldberg @hannahgoldberg - 23 Jan 2015
I lost a bet to Ryan Hafner. So my second donation of the day.
#carligive
Instagram
Social Media

- 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

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

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

- Questions?