Ambassador Guide

Who makes a good u.give Ambassador?

Someone who:

- Truly bleeds blue and gold with a strong passion for UC San Diego
- Has a strong network to engage (think: people who have an active social media presence, are/were highly involved on campus, frequently attend alumni events, etc.)
- Is comfortable encouraging people to make a donation during u.give by posting on social media, sending emails, calling/texting their friends and family both before and during the 32 hours
- Has supported UC San Diego with a gift this year or during previous years.

What does an u.give Ambassador do?

1. Gives One - Support UC San Diego with a gift of any size during u.give campaign
2. Gets Four - Ask four UC San Diego friends to support u.give with a gift of any size during the campaign.
3. Go Social - Reach out to their network (on social media, email, phone, or whatever medium they are most comfortable with) to promote u.give, recruit champions, and solicit u.give giving participation.
4. So in short, an u.give ambassador Gives 1, Gets 4, and Goes Social!

How do you Go Social During u.give?:

- Participate in social media challenges
- Share links to giving pages and encourage people to give on social media
• Send emails to your network encouraging people to give
• Call/text/send a carrier pigeon (whatever their preferred method!)

Who communicates with u.give ambassadors?

• Both the Office of Alumni Engagement and your team should communicate with your u.give Ambassadors.
• The Office of Alumni Engagement will send emails with general reminders and instructions to all ambassadors, but you should send them specific links to articles or giving pages, updates on the fund you’re raising money for, and keep them involved with your day-of outreach plan.

How many u.give Ambassadors should my project have?

• At least 10. Remember – ambassadors can be students, alumni, faculty, staff, or Triton fans!
• Our goal is to have 250 ambassadors for the u.give campaign!

For questions and additional information about u.give ambassadors, please contact Durice Galloway, Senior Executive Director of alumni engagement at dgalloway@ucsd.edu.