

Thank You!

As a champion for this year's GivingTuesday campaign, you are helping us reach our goal to support students who need financial assistance while facing a crisis, and we are grateful for your help!

Below you will find some important information to make it as easy as possible for you to help us be successful on GivingTuesday. Please click the links in the Index for easy navigation.

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About the Smeal College of Business

The Penn State Smeal College of Business is a vibrant intellectual community offering highly ranked undergraduate, graduate, doctoral, and executive education opportunities to more than 8,000 students each year who come from across the country and around the world. Through our leading faculty and network of research centers and institutes, we are influencing the business practices of tomorrow. Inside and outside of the classroom, Smeal students are engaging in unique educational opportunities that strengthen our academic environment and produce well-rounded business professionals who are prepared for success.

The Pitch for GivingTuesday

Smeal's Student Emergency Fund was created to help students facing an unanticipated crisis as they work to complete their degree. Those crises may include a parent losing a job, medical expenses, an unexpected additional semester of college, time away from the University to participate in co-ops or other professional opportunities or myriad other events that can derail even the best laid plans to finance a college education.

Smeal alumnus John Barnes and his wife, Kassie, will match, dollar for dollar, the first \$5,000 raised for the Smeal Student Emergency Fund.

Smeal will also raise funds for FIRST@Smeal, a new program designed to help first-generation Smeal students succeed academically and personally by bridging educational gaps, enhancing financial literacy, and creating a sense of community to help address the unique challenges they face in college.

Your gift can make all the difference for Smeal students. That is why we are asking you to give to the Smeal Student Emergency Fund or FIRST@Smeal this GivingTuesday.

Campaign Links

<https://bit.ly/SmealEmergency>

<https://bit.ly/FIRSTSmeal>

Matching Gift Opportunities

1:1 Match from John and Kassie Barnes

- This year we are offering a 1:1 match on the first \$5,000 of gifts to the Smeal Student Emergency Fund on GivingTuesday

1:1 Match from Colleen Ostrowski

- This year we are offering a 1:1 match on the first \$1,500 of gifts to FIRST@Smeal on GivingTuesday

The Role of a Champion

A champion is someone who is passionate about promoting our cause. Being a champion implies a stronger relationship than you would find in your “average volunteer.” By becoming a champion for us, you are offering to lend your time, energy, skills, and voice to the cause. You’re with us for the long haul, and we appreciate you getting in the trenches with us!

Being a Successful Champion

There are several things you can do to make the most of being a champion.

1. **Make your own gift.**
Making a gift is a powerful symbol to those that you are going to ask to make a gift to something you care about.
2. **Consider offering a matching gift or challenge gift on Smeal’s giving page.**
Matching Donations are a great way to show your support for a campaign and encourage others to get involved. On GiveCampus (our GivingTuesday platform), there are two types of Matching Donation: Per-Dollar Matches and Per-Donor Matches. When you set up a Dollar Challenge, you agree to donate a defined amount if others contribute a certain aggregate amount within a fixed period of time. Both types of matching opportunities can encourage others to make a gift!
3. **Send the campaign page link to your email contacts.**
Include a message of why you support either the Smeal Student Emergency Fund or FIRST@Smeal in an email message to your friends, family, colleagues, etc. Be sure to ask them to make a gift, too. Asking someone to give money can be uncomfortable, but you’ll never know if someone can or will give until you ask. ***The number one reason people don’t give is because they weren’t asked!***
4. **Share the campaign page link on social media.**
We recommend sharing at least twice on each social media platform. **With all of the noise on GivingTuesday, you’ll probably want to post more often to make sure your network sees your posts.** Make sure you’re asking people to make a gift to help raise the most support possible for students on GivingTuesday.

Email Template

[SALUTATION]:

On December 3, Penn State will take part in GivingTuesday—a global event dedicated to celebrating generosity. I’m getting involved, and I’m writing to ask you to join me.

Penn State Smeal College of Business will raise funds for two important initiatives that contribute to its students’ success this GivingTuesday —Smeal Student Emergency Fund and FIRST@Smeal.

Smeal’s Student Emergency Fund was created to help students facing an unanticipated crisis as they work to complete their degree. Those crises may include a parent losing a job, medical expenses, an unexpected additional semester of college, time away from the University to participate in co-ops or other professional opportunities or myriad other events that can derail even the best laid plans to finance a college education.

Smeal will also raise funds for FIRST@Smeal, a new program designed to help first-generation Smeal students succeed academically and personally by bridging educational gaps, enhancing financial literacy, and creating a sense of community to help address the unique challenges they face in college.

[SHORT, AUTHENTIC PARAGRAPH DETAILING WHY GETTING INVOLVED ON GIVING TUESDAY MATTERS TO YOU].

I hope you’ll join me on December 3 (or even sooner thanks to an early fundraising window) by making a gift or reach out to me anytime for information on how to go above and beyond by becoming a campaign champion, too. To make your gift, visit <https://bit.ly/SmealEmergency> or <https://bit.ly/FIRSTSmeal>.

GivingTuesday is an opportunity to celebrate the We Are spirit. I thank you for considering a role in making this year’s event a success for Penn Staters.

Sincerely,

[CHAMPION’S NAME]

Social Media Post Templates

Please note: We recommend that you change the link in your Instagram profile to givingtuesday.psu.edu or to your direct campaign URL on the days that you run the posts below.

In advance of GivingTuesday

X/Facebook:

On December 3, GivingTuesday will remind us once again that there's nothing like the generosity of Penn Staters. Mark your calendars and learn more at givingtuesday.psu.edu

LinkedIn:

Mark your calendars for December 3. We're gearing up for GivingTuesday, when Penn Staters across the globe will come together to celebrate the We Are spirit. Learn more at givingtuesday.psu.edu



Instagram:

December 3: GivingTuesday at Penn State. Let's make it the most impactful Tuesday yet. Save the date and visit the link in my bio to learn more.

Link: givingtuesday.psu.edu



Early Fundraising (Post on November 26)

Facebook/LinkedIn:

We're getting a head start on GivingTuesday! You can support Smeal students at [Smeal Student Emergency Fund](#) or [FIRST@Smeal](#)

X

Our GivingTuesday campaign for Smeal's Student Emergency Fund is live! Help us build some early momentum by making a gift right now: [Smeal Student Emergency Fund or FIRST@Smeal](https://bit.ly/SmealEmergency)



Instagram:

We're getting things started early: Our GivingTuesday campaign to support Smeal's Student Emergency Fund is live! We have a head start and you have more time to make an impact. Visit the link in my bio to learn more and show your support.



Links:

<https://bit.ly/SmealEmergency> or <https://bit.ly/FIRSTSmeal>

Kickoff/Day of GivingTuesday (Post on December 2)

Facebook

GivingTuesday is here! Penn Staters, it's time to show your support for the Smeal Student Emergency Fund or FIRST@Smeal before midnight EST on December 3. With your gifts, our students will be prepared to succeed at Smeal!

<https://bit.ly/SmealEmergency> or <https://bit.ly/FIRSTSmeal>

X

GivingTuesday is here! We're raising funds to support Smeal's Student Emergency Fund.

Show your Penn State pride and join us: <https://bit.ly/SmealEmergency> or

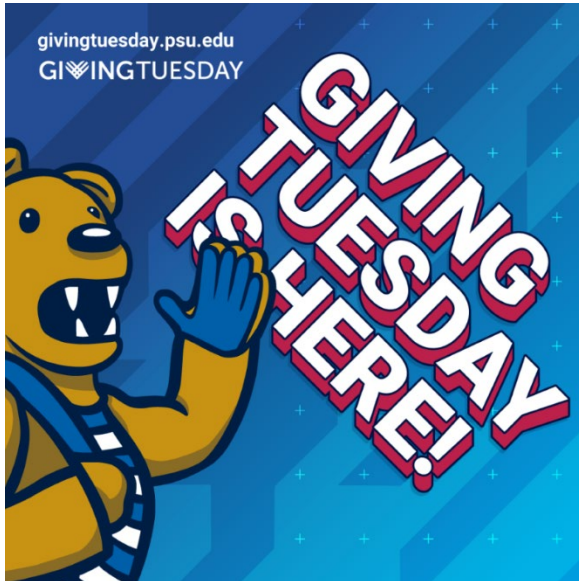
<https://bit.ly/FIRSTSmeal>



Instagram

Today's the day! Now until 11:59pm on December 3, our GivingTuesday campaigns are live. With your gifts, our students will be prepared to succeed at Smeal!

You can make a gift by visiting the link in my bio before midnight ET. #TogetherWeAre



Links: <https://bit.ly/SmealEmergency> or <https://bit.ly/FIRSTSmeal>

Important Dates

November 19, 2024	Early fundraising begins
December 2, 2024 @ 6:55pm:	GivingTuesday at Penn State begins
December 3, 2024	GivingTuesday

Important Links

Campaign Websites:

- Penn State Campaign Page: <http://givingtuesday.psu.edu>
- Smeal Student Emergency Fund: <https://bit.ly/SmealEmergency>
- FIRST@Smeal: <https://bit.ly/FIRSTSmeal>

Smeal College of Business Social Media:

- X: <https://X.com/SmealCollege>
- Instagram: https://www.instagram.com/smealcollege_pennstate/
- Facebook: <https://www.facebook.com/smealcollege>
- LinkedIn: <https://www.linkedin.com/company/penn-state-smear-college-of-business/mycompany/>