



PennState
Development and
Alumni Relations

GIVING
TUESDAY

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 the Smeal Student Emergency Fund

Back in 2021, Penn State conducted a food and housing needs survey, and the results reinforced what we already suspected — many students are struggling to meet their basic needs. In light of the initial results, an additional survey was launched last year to learn more about students' experience with food and housing insecurity.

The COVID-19 pandemic first heightened awareness of the challenges facing today's college students. That need continues today.

At Smeal, we believe no student should go hungry or worry about how they will afford their rent or other needs while attending Penn State. The Smeal Student Emergency Fund can help students whose circumstances demonstrate a need for temporary financial assistance.

When granted, Smeal students receive a scholarship that helps cover tuition balances and eases financial burdens caused by things like an unexpected job loss, family illness, or other emergency beyond our students' control.

Last year, Smeal student Da'Quan Kirkpatrick shared that support from Smeal donors made all the difference in his Penn State experience. Despite working forty hours a week, he still faced some unexpected financial hardships. The support he received from the Smeal Student Emergency Fund and other funds intended to provide temporary support to Smeal students allowed him to stay on the path to graduation. Now, he's got a degree in Management and a bright future ahead of him.

Your gift can make the same difference for other Smeal students. That is why we are asking you to support our students by giving to the Smeal Student Emergency Fund this GivingTuesday.

Matching Gift Opportunities

1:1 Match from John and Kassie Barnes

- This year, thanks to the generosity of donors John and Kassie Barnes, we are offering a 1:1 match on the first \$5,000 of gifts to the Smeal Student Emergency Fund 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 four 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. **Send the campaign page link to your email contacts.**
Include a message of why you support the Smeal Student Emergency Fund in an email message to your friends, family, colleagues, etc. Be sure to ask them to make a gift. 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!***
3. **Share the campaign page link on social media.**
There are quick share buttons for Facebook and Twitter, but you should share the campaign page on all social media platforms. We recommend sharing at least twice on each social media platform.
4. **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 November 28, 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.

Family job losses, health-related issues, and a variety of other unexpected circumstances mean Smeal students need our help more than ever. That’s why the **Smeal Student Emergency Fund was created**. The fund offers scholarships that help cover tuition balances and eases financial burdens when students have a temporary financial need.

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

In addition, John and Kassie Barnes have stepped forward to make \$5,000 in matching funds available to the Smeal Student Emergency Fund. They’ll match your gift, dollar for dollar, until their gift is exhausted, so you can double your impact by making a gift today!

Join me on November 28 (or earlier) 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. Donate here: <https://bit.ly/SmealGivingTuesday>

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

Sincerely,

[CHAMPION’S NAME]

P.S. follow @RaisePennState on social for updates leading up to and throughout GivingTuesday, and use #TogetherWeAre to join the conversation!

[Social Media Post Templates](#)

In advance of GivingTuesday

Twitter/Facebook:

On November 28, 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

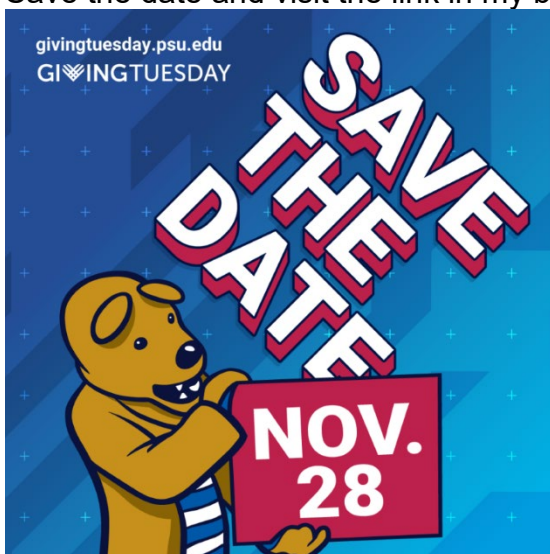
LinkedIn:

Mark your calendars for November 28. 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:

November 28: 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. #TogetherWeAre



Early Fundraising (Post on November 14)

Facebook:

We're getting a head start on GivingTuesday! You can support our campaign for Smeal's Student Emergency Fund right now: <https://bit.ly/SmealGivingTuesday>

Twitter

Our GivingTuesday campaign for Smeal's Student Emergency Fund is live! Help us build some early momentum by making a gift right now: <https://bit.ly/SmealGivingTuesday>
#TogetherWeAre



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. #TogetherWeAre



**Kickoff/Day of GivingTuesday (Post on November 28)
Facebook**

GivingTuesday is here! Penn Staters, it's time to show your support for Smeal's Student Emergency Fund before midnight EST. With your gifts, we will be able to help students with an unexpected crisis that threatens their ability to complete their degree.

<https://bit.ly/SmealGivingTuesday>

Twitter

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/SmealGivingTuesday> #TogetherWeAre



Instagram

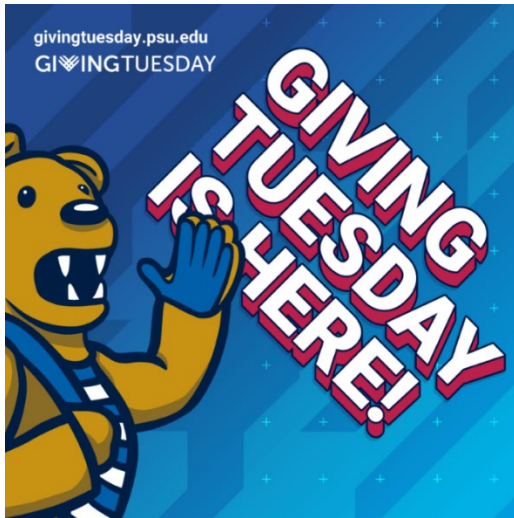
Today's the day! Our GivingTuesday campaign for Smeal's Student Emergency Fund is live. Your support will help students with an unexpected crisis that threatens their ability to complete



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





Important Dates

November 14th:	Early fundraising begins
November 27th @ 6:55pm:	GivingTuesday at Penn State begins
November 28th:	GivingTuesday

Important Links

Campaign Websites:

- Smeal Campaign Page (full URL): <https://give.communityfunded.com/o/annual-giving/i/givingtuesday-2023/s/smeal-student-emergency-fund>
- Smeal Campaign Page (short version for social media): <https://bit.ly/SmealGivingTuesday>
- Penn State Campaign Page: <http://givingtuesday.psu.edu>

Smeal College of Business Social Media:

- Official PSU GivingTuesday Hashtag: #TogetherWeAre
- Twitter: <https://twitter.com/SmealCollege>
- Instagram: https://www.instagram.com/smealcollege_pennstate/
- Facebook: <https://www.facebook.com/smealcollege>
- LinkedIn: <https://www.linkedin.com/company/penn-state-smeal-college-of-business/mycompany/>

GivingTuesday Articles:

<https://www.psu.edu/news/development-and-alumni-relations/story/penn-state-community-invited-celebrate-givingtuesday-2023/>