

Entry Title: CALS Ambassadors Summer Giving Challenge

Name of Institution: University of Florida

Name of Person Submitting Entry: Dana Edwards, Charlotte Emerson, Gordon Yoder, Caylin Hilton, and Christy Chiarelli

Title of Person Submitting Entry: Strategic Communications Manager, Director of Student Development and Recruitment, Graduate Assistant, Associate Director of Annual Giving and Engagement, and Senior Director for Development and External Affairs

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Division: Society Programming

Names and Titles of People to be Credited with Entry:

- Dana Edwards, Strategic Communications Manager
- Charlotte Emerson, Director of Student Development and Recruitment
- Gordon Yoder, Graduate Assistant
- Caylin Hilton, Associate Director of Annual Giving and Engagement
- Christy Chiarelli, Senior Director for Development and External Affairs

Objective or purpose of promotional piece, campaign, event or programming:

The objective of this programming was to engage young alumni in giving and raise \$5,000 for the Paul and Sherri Willis Endowment Fund for University of Florida College of Agricultural and Life Sciences Ambassadors.

Audience: University of Florida College of Agricultural and Life Sciences Ambassador Alumni

Related Web Site: <https://cals.ufl.edu/apps/summergiving/>

Who is responsible for the design/development of promotional piece, campaign, event, or programming?

- Dana Edwards – Responsible for website, graphics and design of mailed pieces, and social media postings
- Charlotte Emerson – Responsible for overall concept of the campaign, planning video shoot with Paul Willis, and messaging
- Gordon Yoder – Responsible for shooting, editing, and producing videos
- Caylin Hilton Newbern – Responsible for coordinating solicitation strategy and coordination
- Christy Chiarelli – Responsible for overall concept of the campaign

Quantity Produced: 300 of each mailing effort

Brief statement evaluating the effectiveness of this promo piece, campaign, event or programming:

The CALS Ambassadors Summer Giving Challenge activity was successful in engaging alumni in giving and surpassing the goal of earning \$5,000 toward the Paul and Sherri Willis College Ambassador Endowment Fund. With a target audience of 250+ college ambassador alumni, nearly 50 former ambassadors donated to this effort – more than doubling the initial goal and raising \$11,375 for the endowment.

This programming was an effective effort in engaging our young alumni audience, an audience that can be challenging to reach. The programming involved social media and videos, a giving website, mailed postcards, and a mailed formal letter over the course of five weeks. The mailed postcard was sent at the beginning of the campaign, and the letter was mailed in the middle of the campaign.

A total of 10 videos were shared during the duration of the campaign in the CALS Ambassadors Alumni Facebook group. Videos announcing the challenge, reminding audiences of the half-way point, and showing the total amount raised for the endowment were shared on the CALS social media pages. A reminder 30-second funny video was shared in the alumni Facebook group each Friday of the campaign. The total amount raised was announced at the current CALS Ambassadors' training before the start of the fall semester, and a video of the ambassadors saying 'thank you' was shared with the ambassador alumni and donors to the effort.

Playlist of all 10 videos: <http://bit.ly/WillisCampaign>

- CALS Summer Giving Challenge (2:18): <http://bit.ly/AmbassadorsChallenge>
- We're Halfway (0:46): <http://bit.ly/AmbassadorsHalfway>
- No Gift Is Too Small (0:38): <http://bit.ly/AmbassadorsGift>
- Dear Former Ambassadors (0:46): <http://bit.ly/FormerAmbassadors>
- Don't Be a Sucker (0:33): <http://bit.ly/AmbassadorsLollipop>
- Rake in the Dough (0:33): <http://bit.ly/AmbassadorsDough>
- Giving Train (0:33): <http://bit.ly/AmbassadorsTrain>
- Barrel of Money (0:33): <http://bit.ly/AmbassadorsBarrel>
- Pony Up (0:33): <http://bit.ly/AmbassadorsPony>
- Bloopers Reel (1:29): <http://bit.ly/AmbassadorsBloopers>

Social Media Analytics:

Instagram: 4 actions, 23 likes, 230 views, 1,108 impressions, 791 reached

Facebook Alumni Group (231 Ambassador Alumni): 118 reactions, 23 comments, 17 shares

Website:

CALS AMBASSADORS SUMMER GIVING CHALLENGE

MAKE A GIFT



College of Agricultural and Life Sciences
Summer Giving Challenge

Support our CALS assadors Program

We're kicking off the CALS Ambassadors Summer Giving Challenge! Dean Elaine Turner has offered to match \$2,500 of gifts made during this challenge, helping your support go even further. Our goal is to announce a total of \$5,000 or more in new support at Ambassador team training on August 13.

As a CALS Ambassador, you made an impact on countless others, and we hope your Ambassador experiences continue to have a lasting influence on your life. As alumni, your giving is an encouragement to the newest members of our CALS Ambassador family.

TRACK OUR PROGRESS:

OUR GOAL: \$2,500

We have raised \$8,775.00 to date.

GIVE NOW

Donation

- \$25.00
- \$50.00
- \$100.00
- \$250.00
- \$500.00
- Other

(minimum \$10.00)

Your Information

First Name

Last Name

Email Address

Country

Street Address

Street Address 2

City

State

Zip Code


SHOW TOTAL

Sampling of Social Media Posts to the Ambassador Alumni Facebook Group:

Dana Edwards Admin · July 9, 2018

Today kicks off the CALS Ambassadors Summer Giving Challenge to raise \$5K in five weeks for our Ambassadors program. We are excited to share Dean Elaine Turner has committed \$2,500 in matching funds!

Remember those professional development and hands-on learning opportunities through industry tours you gained as a CALS Ambassador? A gift to the Paul and Shari Willis CALS Ambassadors Fund will provide support for future ambassadors to have those same experiences. Link: <http://cals.ufl.edu/summergiving/>.



10 likes · 1 Comment · Seen by 115

Dana Edwards Admin · July 17, 2018

WOW! One week in and we have passed \$1,000! Thank you to the following folks who have contributed to the CALS Ambassadors Summer Giving Challenge: Sharon Maylene Spratt and Jim Spratt, Kelly Bingham, Andrew Shahan, Abbey Fretz, Jeff Satin, Ben Butler, Amie Imler, Keri Sidle, Chris Vitelli, Teresa Suits, Candace Spencer, Clay Hurdle, Christy Windham Chiarelli, Melissa Short McKendree and Buddy McKendree, and John L. Hall.

8 likes · 2 Comments · Seen by 76

Like Comment

Jenai Collins Thank you all and especially those of you who are fairly new the ambassador alum world! It speaks volumes!!
1 like · Reply · 33w

Kelly Bingham Wish I could do more!
1 like · Reply · 33w

Kelly Bingham replied · 2 Replies

Dana Edwards Admin · July 20, 2018


It's bloopster time! (A Challenge yet, now

Link: <http://cals.ufl.edu/summergiving/>

Dana Edwards is watching CALS Ambassadors Summer Giving Challenge Videos.
Admin · August 3, 2018

Yeehaw! Only one more week to participate in the CALS Ambassadors Summer Giving Challenge!

Link: <http://cals.ufl.edu/summergiving/>




Dana Edwards Admin · August 15, 2018

Thank you for your support for our college Ambassadors Program! With 40+ donor gifts, a match from Dean Turner, and a generous additional gift from Paul Willis, the Ambassadors have received \$10,200+ in additional funding from the CALS Ambassadors Summer Giving Challenge!

18 likes · 1 Comment · Seen by 99

Like Comment

Melissa Short McKendree Love it!!!! Great effort everyone!
Like · Reply · 29w

 **Dana Edwards** is 🤪 Riding the CALS Ambassadors Summer Giving Train.
Admin · August 8, 2018

Toot toot! This is our last week of the CALS Ambassadors Summer Giving Challenge! The portal closes August 13 before we announce the final gift amount at our CALS Ambassadors Training.

Link: <http://cals.ufl.edu/summergiving/>.



  Suzy Rodríguez and 2 others

1 Comment Seen by 78

 **Dana Edwards** ▸ CALS Ambassador Alumni
July 27, 2018 · 📺

Thank you to all who have supported the CALS Ambassadors Summer Giving Challenge! Together, you have reached \$2,280 to make Dean Turner's match of \$2,500! The following alumni helped us break the \$2,000 mark: Grant Copeland, TJ Rew, Kelly Padgett Mosley, Emily Sperling, Viviana Medina, Zachary Sweat, Bernie LeFils and Avery Sams LeFils, Aaron Dukes, Jason Steward, Melody Hadley, and Colleen and Travis Larson.

Giving Link: <http://cals.ufl.edu/summergiving/>. — 🤪 feeling American Gothic.



  Christy Windham Chiarelli, Teresa Suits and 11 others

1 Comment