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 **Address:** 2020 McCarty Hall D; PO Box 110270; Gainesville, FL 32611-0270

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Phone: 352-392-1963

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.

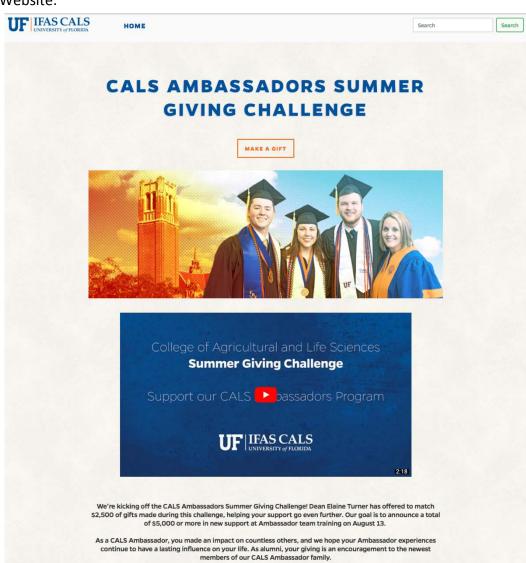
Playlist of all 10 videos: http://bit.ly/WillisCampaign

- 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
- Blooper 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:



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) \$0.00 **Your Information** First Name Last Name Email Address Country United States Street Address Street Address 2 City 0 -Choose-State Zip Code SHOW TOTAL

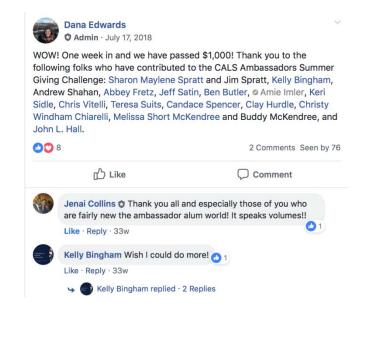
Sampling of Social Media Posts to the Ambassador Alumni Facebook Group:

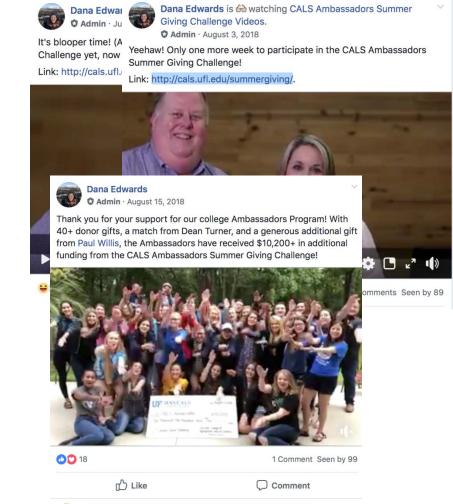


Today kicks off the CALS Ambassadors Summer Giving Challenge to raise \$5K in five weeks for our Ambassadors program. We are excited to share Dean Elaine Turner has committed \$2,500 in matching funds!

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/.







Melissa Short McKendree Love it!!!! Great effort everyone!

Like · Reply · 29w



Dana Edwards is 3 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/.





OD Suzy Rodriguez and 2 others

1 Comment Seen by 78



Travis Larson.

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

Giving Link: http://cals.ufl.edu/summergiving/. — $\stackrel{\mbox{\tiny ω}}{=}$ feeling American Gothic.



Christy Windham Chiarelli, Teresa Suits and 11 others

1 Comment