

# PANTHER CHALLENGE TOOLKIT



## INSTAGRAM

- Post to your Instagram wall about the challenge with #linkinbio. Update your bio to include a giving link (<https://www.givecampus.com/2doe7e>).
- Post to your Instagram story using:
  - A photo from your time at Middlebury playing your sport
  - One of the photos provided by Advancement
  - A 10-second selfie-video encouraging your Middlebury friends to support the cause.
  - **For coaches:** Photo or video of of you with players/your team

## FACEBOOK

- Share the video promo from Midd Alum (<https://facebook.com/middalum>) or the athletics page (<https://www.facebook.com/MiddAthletics/>)
- Comment on shared videos with reasons YOU are proud to be a panther.
- Tag a former classmate who participated in athletics and encourage them to make a gift.
- Share your own photos or images provided by Advancement and include this link to give: <https://www.givecampus.com/kv0mpn>
- **For coaches**, tag a former student-athlete you think would be interested in supporting your team.
  - Make a short team video and post on the Give Campus Advocate page and on Facebook.

## LinkedIn

- Share the link to the Give Campus page
- Speak to the impact of how participating in athletics has helped with your professional development.  
**EX.** *Playing X sport has taught me the value of teamwork, learning from my failures and adversity, and having the humility to trust others with taking the winning shot while I support on the field or from the sideline. I am proud to be Panther and support student-athletes both on and off the field.*
- Share video from the College's business page. (<https://www.linkedin.com/school/middlebury-college/>).

## Text Ideas

- We are so close to reaching our goal. Help us finish strong by making a gift to support our team.
- I am proud to be a Panther because...
- Let's leave it all on the field! Make a gift today to support our team.
- Being a Middlebury athlete to me means...cultivating self-discipline, supporting others in a unified goal, and having a kick-ass time.
- Show your Panther pride by making a gift today.
- Once a panther, always a panther.
- **For coaches:** Having the chance to support and mentor student-athletes has enriched my life beyond words. I'm proud to be a part of this community of panthers and to contribute to Midd's legacy of excellence.

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## Leveraging Give Campus for the Greatest Impact: Be an Advocate

Becoming an advocate is a great way to ensure that as many people see the Challenge as possible (<https://www.givecampus.com/schools/MiddleburyCollege>).

There are three main ways that you can be an advocate:

- 1. Make a gift, sign up as an advocate, and share!**
- 2. Offer a matching gift**
- 3. Create a personal plea**

### Matching Donations

When you set up a **Per-Dollar** matching donation, you agree to donate a certain amount for every dollar donated by others, for a certain period of time, up to a pre-defined maximum. For example, you could agree to donate \$1 for every \$1 donated, for the next five days, up to \$500.

When you set up a **Per-Donor** matching donation, you agree to donate a certain amount for each donor who gives to the campaign, for a certain period of time, up to a pre-defined maximum. For example, you could agree to donate \$25 for each donor who gives to the campaign, for the next ten days, up to \$500.

### Personal Plea

A personal plea is a video that you can shoot on your cellphone and then share through the Give Campus platform. When you do this, people who see your video are directed to the challenge page, and you'll be able to track how many gifts were made as a result of your video plea. We strongly recommend making a video because people are more likely to support a friend directly.