

# BECOME AN ADVOCATE

MARCH 12, 2024



## WHY BECOME A HURST GIVING DAY ADVOCATE?

This year, we are asking for your support as an alumnus, relative, parent, employee, or friend to support Mercyhurst by becoming an advocate. You share your Mercyhurst spirit in all you do: whether that is exuding our motto, "Carpe Diem," in your daily life, donning the Green & Blue, engaging with our Hurst Alumni posts, or telling your friends and family why #HurstisHome. As a Giving Day Advocate, you can connect with your network and share how you are "Seizing this Day" and supporting Mercyhurst University. Use the hashtags #SeizethisDay and #HurstGivingDay in your posts for a chance to be featured!

- **Share with your network**
  - Through email
  - Post on Social Media sites like Facebook, LinkedIn, Instagram, or Twitter
- **Engage with others on GiveCampus**
  - Upload a personal plea video
  - Increase your impact: offer a match or challenge

## HOW CAN I BECOME A HURST GIVING DAY ADVOCATE?

Scan the below QR code using your phone camera to visit the Mercyhurst University GiveCampus giving page or use this link: [Mhur.st/give](https://Mhur.st/give). Click on the "Become an Advocate" button, sign up to create your account, and begin reaching out to your networks.

Our Toolkit will provide graphics and tailored messaging to get you started! To personalize your Giving Day content, please click and download the logos and story templates we provided. You can find these on the initial site where this pdf was linked. Feel free to add your own touches, memories, and messaging!

If you have any questions regarding becoming an advocate or offering a match or challenge, please reach out to Meaghan Hubert at [mhubert2@mercyhurst.edu](mailto:mhubert2@mercyhurst.edu).

#SeizethisDay #HurstGivingDay  
[Mhur.st/give](https://Mhur.st/give)



# ADVOCATE TOOLKIT

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## SAMPLE SOCIAL MEDIA POSTS

- **Use the following as caption ideas:**

- I “Seized this Day” and made a gift on #HurstGivingDay! How will you seize this day?
- Join me for #HurstGivingDay and “Seize this Day!”
- Together we can “Seize this Day.” Join me in supporting the Carpe Diem Fund so that current and future Lakers can seize their day at Mercyhurst. #HurstGivingDay
- Looking back on my time I Mercyhurst, I was proud to have seized my day (insert your involvement or a passion of yours when you were a student), and now I have the opportunity to change the lives of other Lakers as they seize theirs. I gave, will you? #HurstGivingDay
- Today I am giving to Mercyhurst as a proud alumnus in honor of the amazing experience I had as a student. Will you join me by making a gift to our alma mater this #HurstGivingDay?

## SAMPLE EMAIL MESSAGING

I remember what it was like to walk the halls of Egan, saying hello to students and professors alike, feeling like I was more than a number during my time at Mercyhurst. My love for (insert field of study or sport or passion here) was supported and encouraged by a community that allowed me to grow within and beyond the Gates. I have chosen to seize THIS day by giving to my alma mater, to reduce the financial burdens faced by current and future Lakers, so that their dreams can become a reality. Every gift provides students with more opportunities to seize their days. Give here: [Mhur.st/give](https://Mhur.st/give)

Students at Mercyhurst University have more opportunities now than ever before! I am proud to support an institution that allows students to embrace new opportunities, create long-lasting friendships, learn from industry professionals, and become brilliant young thinkers, ready to take on the world. Please consider joining me in making a gift to Mercyhurst today to support students as they reach their educational and professional goals. Give here: [Mhur.st/give](https://Mhur.st/give)

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ALUMNI

FRIENDS