

SOCIAL MEDIA TOOLKIT

SAMPLE SOCIAL MEDIA POST CAPTIONS

Use the following as caption ideas:

- I “Seized this Day” and made a gift on #HurstGivingDay! Will you?
- Join me for #HurstGivingDay and “Shape the Future!”
- Together we can “Seize this Day!” Join me in supporting Mercyhurst this Giving Day-- give now!
- Today, I’m giving back to show my appreciation for the experiences that challenged and supported me. Join me this #HurstGivingDay and make a gift to support our alma mater!
- Mercyhurst gave me the chance to thrive—whether it was through [insert your involvement or passion] or [insert your involvement or passion]. Now, I’m giving back to ensure that others can do the same. Will you join me? #HurstGivingDay #SeizethisDay
- Seizing my day at Mercyhurst shaped who I am today. Now, I’m giving back to make sure the next generation of Lakers have the same opportunities. I gave, will you? #HurstGivingDay #SeizethisDay

SAMPLE EMAIL MESSAGING

TO ALUMNI

“I’ll never forget walking to and from class, greeting so many familiar faces along the way. It was that sense of community at Mercyhurst that made me feel like more than just a student—it felt like home. My passion for [insert field of study or sport or passion here] was nurtured by a community that encouraged me to grow both inside and outside the Gates. Today, I’m choosing to give back to the place that gave so much to me. By donating, I’m helping reduce the financial burdens on current and future Lakers, support ongoing initiatives, and empower students to make their dreams a reality.

Every gift opens new doors for students to seize their days. Will you join me?” Give here: Mhur.st/give

TO FRIENDS

“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 are on their educational and early professional journey!” Give here: Mhur.st/give



#HurstGivingDay #SeizethisDay | Mhur.st/give

