

OLIVET'S ANNUAL DAY OF GIVING

CHAMPION GUIDE 2026

Prepared for you by:

**THE DAY OF GIVING
LEADERSHIP TEAM**

Director of the Olivet Fund

AUSTIN BROWN
asbrown2@olivet.edu

Associate Director of Alumni Relations

HANNAH PRIEST
hrpriest@olivet.edu

ONE DAY. ONE MISSION. ONE MILLION.

As a **Champion**, you play a **vital** role in the success of Olivet's Day of Giving! By posting, texting, emailing, or calling, you help us reach the entire Olivet community and inspire others to give. Share your love for Olivet in a way that feels natural to you—your voice makes a difference!

You are part of a dedicated group of alumni, faculty, staff, parents, friends, and students who are passionate about Olivet's mission. Your influence in the days leading up to and during Day of Giving is key to our success.

This toolkit is designed to equip you with everything you need to spread the word and make an impact. Together, we can make this the best Day of Giving yet!

TABLE OF CONTENTS

FAST FACTS 3

YOUR ROLE AS
A CHAMPION 4

POSTING ON
SOCIAL MEDIA 5

OTHER WAYS
TO SHARE! 6

CHAMPION RESOURCES!

All toolkit resources, stock images, caption ideas, and more can be found using the link above. Be sure to also sign up to get your personal giving link to share with friends and family!



FAST FACTS

WHAT IS DAY OF GIVING?

- A 24-hour philanthropic event fueling Olivet's future!
- Celebrating our 9th annual Day of Giving—bigger and better than ever!
- All communications happen digitally or peer-to-peer—every connection counts!
- Over 50 campus-wide projects need your support, spanning athletics, clubs, student life, spiritual life, academics, and more!

WHO CAN GET INVOLVED?

- Faculty & Staff submit impactful projects that directly benefit students
- Parents, Alumni, and Friends make these projects possible through their generosity

WHY WE NEED YOU!

- Faculty & Staff submit impactful projects that directly benefit students
- Parents, Alumni, and Friends make these projects possible through their generosity

IN 2025, WE RAISED OVER
\$580,000
FROM MORE THAN
2,200 DONORS

YOUR ROLE AS A DAY OF GIVING CHAMPION

SPREAD THE WORD – POST, CALL, TEXT, EMAIL!

Day of Giving is April 16—help us build momentum before and during the big day! Focus on what inspires you to support Olivet, and use the tools in this guide to:

Share Olivet’s content on social media

Start a group chat or send an email to friends and family

Make a personal call or text—especially to those not on social media

Remember to Use **#ONUDayOfGiving** when you post!

FIND A PROJECT YOU’RE PASSIONATE ABOUT!

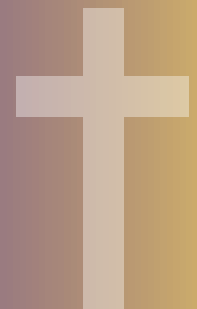
Did you know? **50% of donors give \$50 or less**—every gift makes a difference! We encourage you to give—even just \$5—to a project that means something to you. Then, share why you gave and encourage others to do the same!

PRAY FOR OLIVET AND OUR STUDENTS

Join us in prayer for Olivet and its students. Pray that the Lord will lead the right people to support these life-changing projects. Through faithful giving, countless Olivet students’ lives and stories are transformed.

ENJOY THE EXCITEMENT & HAVE FUN!

This is a day of impact, energy, and community! We’re so thankful for your support—let’s celebrate together! Don’t forget to snap a photo wearing your Day of Giving Champion T-shirt and share it with pride!



POSTING AND SHARING CONTENT ON SOCIAL MEDIA



INCLUDE THESE KEY ELEMENTS IN EVERY POST:

- **Hashtag** – Always include **#ONUDayOfGiving** in your post!
 - Example: "I'm so excited for **#ONUDayOfGiving!**"
 - Example: "Join me in supporting Olivet's Day of Giving! **#ONUDayOfGiving**"
- **Tag Olivet** – Mention **@olivetnazarene** and **@olivetalumni** (Instagram) or Olivet Nazarene University (Facebook) so others can engage!
- **Share the Giving Link** – Direct your audience to olivet.edu/dayofgiving or use your personal share link to make giving easy!



HELPFUL TIPS FOR POSTING:

- **Need Inspiration?** Browse past examples or use our provided images!
- **Stay Engaged** – Like, comment, and share posts from fellow Champions.
- **Follow the Hashtag** – On Instagram, search **#ONUDayOfGiving** and click 'follow' to stay updated throughout the day!

LOOKING FOR MORE? VIEW SOCIAL MEDIA TOOLKIT!

LOOKING FOR MORE? CHECK OUT THESE TEMPLATES!

SEND A TEXT MESSAGE

Texting is a quick and personal way to connect! We recommend reaching out to 5–10 people with a friendly message.

- **Tip: Avoid including the donation link in your first message—start a conversation instead! When they show interest, share your personal giving link.**
- **Make It Personal: The more it sounds like you, the better!**

MAKE A PHONE CALL

A personal call can make a big impact! Aim to call 10 friends on the Day of Giving.

- **Call anytime leading up to the event, but day-of calls create the most energy!**
- **If they don't answer, leave a heartfelt voicemail explaining why you're supporting Olivet.**

SEND AN EMAIL

Emails are a great way to share your passion for Olivet! Consider emailing 5–10 people with a personal note.

- **Include your giving link so they can donate easily.**
- **Share why this cause matters to you!**



**OTHER
WAYS TO
SPREAD
THE WORD**

PROJECT LEADERS GUIDE: DAY OF GIVING CHAMPIONS

Day of Giving Champions play a vital role in our fundraising efforts! By sharing their personal stories and reasons for giving, they help us reach the entire Olivet community and beyond. Their influence leading up to and on Day of Giving is key to our success. This year, our goal is 800 active champions spreading the word!

YOUR PROJECT CHAMPIONS SHOULD INCLUDE OLIVET:

- Alumni
- Faculty & Staff
- Parents
- Students

A GREAT DAY OF GIVING CHAMPION HAS:

- a strong love for Olivet
- a willingness to ask for donations
- Active social media accounts (optional but recommended)
- been or is a donor (optional but recommended)

CHAMPION RESPONSIBILITIES INCLUDE:

- Promote Day of Giving through social media and personal networks of influence.
- Share content on social media platforms (leading up to and on the day)
- Share your Olivet story and how your life has been impacted by your experience.
- Pray for Olivet and our students
- Make a gift on Day of Giving
- HAVE FUN!

CHAMPION RESOURCES:

All champions will be required to register and create an account online prior to Day of Giving. In early April, they will receive a resource toolkit to assist in promoting Day of Giving. The toolkit will be filled with social media images, sample posts, tips on sharing your Olivet story, a timeline and checklists for posting along with answers to frequently asked questions. They will also receive an Olivet gift bag prior to the big day!