

Outreach Templates and Suggestions

Social Posts and Peer-to-Peer Notes

Before We Begin, Remember...

- ▶ Always include the #MakeParisPossible alongside your posts.
- ▶ Posts with images, videos, emoji and other multimedia typically attract more attention than text-only. Find your favorite AUP photo to use! 📷 🙌
- ▶ Feel free to add other hashtags (i.e. #philanthropymatters or #AUPalumni) if you'd like
- ▶ Share your link via the sharing buttons on the campaign page!
- ▶ If you choose to create a Match or a Challenge, be sure to share and promote it throughout the day.

For Social Media:

- ▶ I'm participating in AUP's Giving Day because [favorite school memory or takeaway] [collection of photos from your time at school] #MakeParisPossible
- ▶ When I was a student at AUP, I [insert favorite memory here]. That's why I'm taking part in the #MakeParisPossible campaign this year! You can too: [LINK]
- ▶ #MakeParisPossible at AUP kicks off tomorrow! Our whole community is gathering and giving back to empower our students and invest in the leaders of tomorrow. Are you ready to join me and make an impact?
- ▶ I might be [x] miles from Paris, but it's never far from my ❤️ ! Join me in giving back today [LINK] #MakeParisPossible
- ▶ Current AUP students, the alumni community has your back. You got this. 🙌 #MakeParisPossible
- ▶ When I was a student, I know my experience at AUP was made possible by alumni who came before me. That's why I'm paying it forward by making a gift and contributing to future student success! #MakeParisPossible

Emails and texts:

Hi [NAME],

AUP is getting ready for the #MakeParisPossible Giving Day, which is coming up on Thursday, November 17th. Our entire community will show our school pride as we reach 200 Giving Day donors! Will you help us get started with an early gift? Let's show the next generation of AUP students how much we care about them. Join me and make your gift now -- gifts of any size help!

Thank you!

[NAME]

Hi [NAME],

The world needs AUP graduates now more than ever. That's why we're gathering support to #MakeParisPossible on November 17th. I love giving back to AUP because [REASON/in honor of X]. If you're able to join me in making a gift of any size, your support allows AUP to be nimble and resilient as it meets the evolving needs of the community. Alumni support is more crucial now than ever, so I hope you'll join me in making a gift. [LINK].

Thank you!

[NAME]