



SOCIAL AMBASSADOR
TOOLKIT

2023



ONE DAY FOR STATE SOCIAL AMBASSADOR TOOLKIT

One Day for STATE (ODFS) is more than a 24-hour day of giving. It's a chance for Jackrabbits and friends to rally together to grant opportunities that transform lives and celebrate State. Last year, the generosity displayed blew everyone away – **5,882 donors** raising **\$2,400,960**.

Social Advocates are an instrumental part of the day's success, spreading the excitement like wildfire across digital channels and increasing the message's reach through the use of personal social networks.

Plus, making a difference is so easy – share the news of the day anywhere, anytime, using the social networks you're already using!

BEING A SOCIAL AMBASSADOR IS SIMPLE – BUT TO MAKE IT EVEN EASIER, HERE'S A TOOLKIT TO HELP.

IN THIS TOOLKIT, YOU'LL FIND:

1. Links to remember
2. Advocate sign up
3. "Be a Great Advocate" checklist
4. Sample social media posts
5. Flat Jack inspiration
6. Sample emails

We encourage you to use your creativity and develop your own posts, or feel free to customize the samples we're providing.

As a social ambassador, you play a huge role in making One Day for STATE a success. We can't do this without you. **Thank you for all of the time and effort you put into making this 24-hour celebration such a big success.**

QUESTIONS?

Please feel free to reach out to our One Day for STATE team at onedayforstate@sdstatefoundation.org or call **605-697-7475** and ask for Erin or Heidi.

LINKS TO REMEMBER

OFFICIAL ODFS WEBSITE

Countdown to Sept. 7, sign up to be a social advocate, find your unique URL, view challenges, make a gift, etc

onedayforstate.org

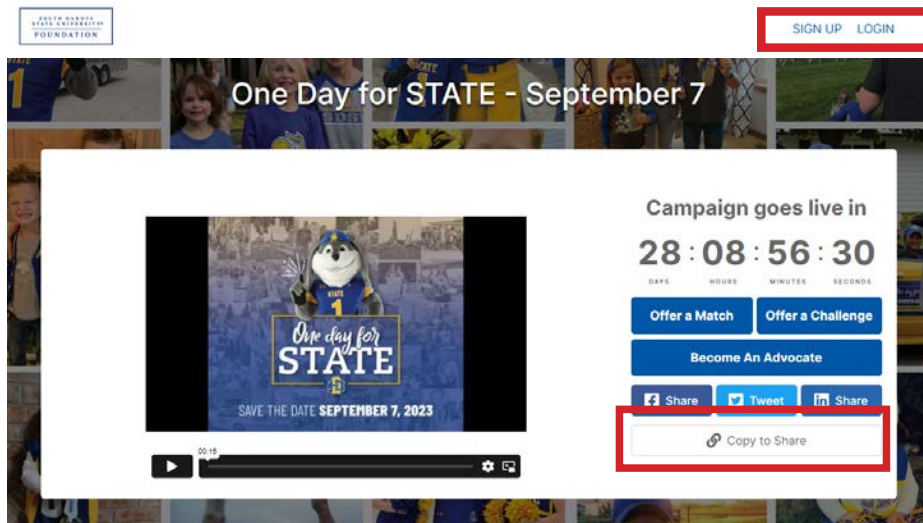
SOCIAL HUB - AMBASSADOR WEBSITE

Download tools and resources to help you be a great social ambassador.

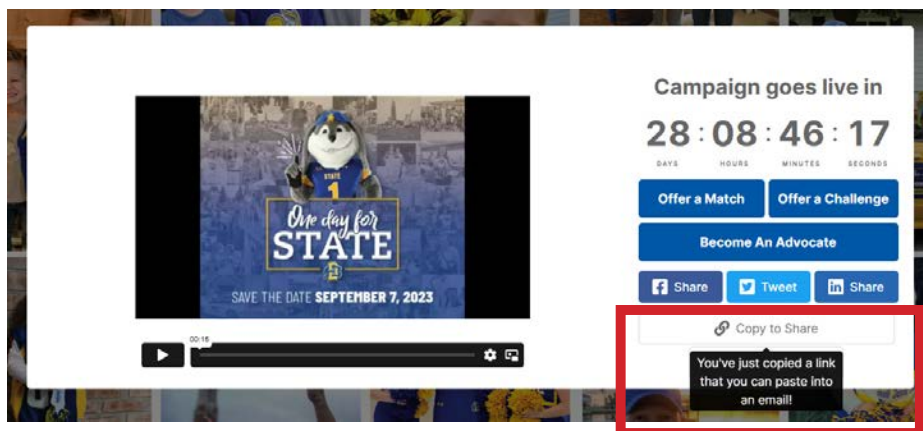
sdstatefoundation.org/socialhub

HOW TO FIND YOUR UNIQUE URL

Your unique URL will track the amount of traffic and donations you generate from your digital engagement during ODFS.



- Visit onedayforstate.org to sign up and create an “advocate” account.
- Once you’re signed in, click on the “Copy to Share” button.
- Your unique URL will now be copied. Paste it into a Word Document or a sticky note on your desktop for future use.
- Don’t forget to include your unique URL in all social media posts regarding ODFS to track your activity.
- You also have the option to post directly on Facebook, Twitter and LinkedIn from the website.



HOW TO BE A GREAT ADVOCATE

Checklist



PREPARE ANYTIME

☐

LIKE AND FOLLOW

Follow the SDSU Foundation on social media for real-time content.

☐

OWN YOUR URL

Include your unique URL ([check the previous page to learn how to find it](#)) with **every post** to generate points for prizes.

☐

MAKE IT OFFICIAL

Sign up to be an **advocate** at www.onedayforstate.org.

☐

DOWNLOAD FRENZY

Download images from the Social Hub to use with your posts.

☐

PRIZE POOL

Check out the prizes you can win for being a top advocate on the Social Hub.

☐

CRAFT YOUR CONTENT

Draft and schedule posts for the day ahead of time, using your creativity to inspire others to join in.

☐

JOIN THE GROUP

Join the "SDSU Social Ambassadors" Facebook group for additional content and tips.

☐

YOUR STORY

Take time to reflect on what you love about SDSU and why being a Jackrabbit is so special to you.



GET EXCITED AFTER AUG. 7

☐

SAVE THE DATE

Once the date is announced on social media in August, spread the word to save the date: September 7.

☐

JACKRABBITS, UNITE!

Plan a Jackrabbit gathering on One Day for STATE in your area.



FINAL COUNTDOWN WEEK OF SEPT. 4

☐

START THE BUZZ

Help build excitement by sharing content leading up to the big day.

☐

PAINT YOUR PROFILE

Turn social media Jackrabbit blue by sharing downloadable graphics and updating your social media cover photos.

☐

CHALLENGE ACCEPTED

Share challenge graphics to inspire others, explaining their gift can go farther on One Day for STATE.

☐

EMAIL ENCOURAGEMENT

Send messages to friends and family, asking them to join in the fun.

HOW TO BE A GREAT ADVOCATE

Checklist

JACK'S JOURNEY SEPT. 6

If you're in Brookings, put on your best SDSU gear and step outside as Jack drives through your neighborhood. Visit the Facebook event for more details.



GAME TIME

THE BIG DAY - SEPT. 7

☐

SHARE, SHARE, SHARE

Don't forget to include your unique URL and #OneDayforSTATE on **every** post.

☐

JACKRABBIT SELFIE

Post a photo/video with Flat Jack using #OneDayforSTATE. Our goal is to help Flat Jack travel to all 50 states and internationally, too! Send us your photos early for a chance to be in promotional materials.

☐

POST A PERSONAL PLEA

Pleas are personal videos uploaded to the ODFS website by advocates. It's an opportunity to share why you're passionate about participating in ODFS and inspire others to get involved too.

☐

BE BOLD. GO LIVE!

Get brave and do a "live" video on social media, encouraging others to participate in One Day for STATE. Another option: *prerecord your video and post later!*

☐

GIVE A GIFT

Support an initiative near and dear to your heart: www.onedayforstate.org.

☐

REACH OUT

Reach out to your Jackrabbit friends living in different states/countries and encourage them to participate.

☐

CELEBRATE GOOD TIMES, COME ON!

In Brookings for the day? Celebrate with us at the Yellow and Blue Block Party from 5 - 8 pm on the Alumni Green.



CELEBRATE

FOR AS LONG AS YOU WANT!

☐

ATTITUDE OF GRATITUDE

Thank everyone who helped out, gave a gift, or shared a message. Hugs, high fives, likes, and a classic "thanks a bunch" are all welcome!

☐

SHOWCASE THE SUPPORT

Tell the story of how One Day for STATE gifts impacted the area you're passionate about.

☐

THANKS A MILLION

Share the Foundation's thank you content or create your own.

☐

GET PUMPED

Let the countdown begin! Get excited for One Day for STATE 2024.

"I love SDSU with my whole being. Becoming a social ambassador was an easy decision and one I'll continue to honor in the years to come. **Plus, it's just flat-out fun!"**

MATILYN KERR
- Social Ambassador

SAMPLE SOCIAL MEDIA POSTS

Pre-Event



Nick Lorang

Hey you there, scrolling Twitter. You should become a Social Ambassador for #OneDayforSTATE.

- 👉 No heavy lifting
- 📱 You're already on your phone
- 🏆 Compete to win sweet prizes
- 🐰 Celebrate Jackrabbit pride
- 💰 Help raise money for @SDState

Learn more: <<insert unique URL>>



Erica Quam

Let's get ready to celebrate, Jackrabbits! We're less than 24 hours away from #OneDayforSTATE! View the countdown: <<insert unique URL>>



Eric Henderson

WE is greater than ME! I love this place because of the people!

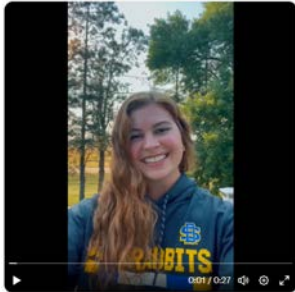
A little goes a long way when we join together during #OneDayforSTATE! We have the strength to make an incredible impact. Join me tomorrow: <<insert unique URL>>



SDState Arts, Humanities & Social Sciences

#OneDayforSTATE directly impacts current and future Jackrabbits. Learn more about what makes this day so special for #SDState students like Leah.

Join us tomorrow: <<insert unique URL>>



SDState Nursing

#OneDayforSTATE is Sept. 8! Your donation can help with efforts like our simulation labs that provide a place for students to gain confidence, become competent in their skills and practice teamwork and communication in a realistic environment. <<insert unique URL>>



Annie Williams

Raise your hand if you're excited for #OneDayforSTATE! I know @GoJacksSoccer is!!! <<insert unique URL>>



SDSU Track/XC

Tomorrow is #OneDayforSTATE and it is a great opportunity enhance the student athlete experience for the members of the men's and women's TF and XC teams. Those funds will be used for additional equipment and travel. <<insert unique URL>>



SDState Jerome J. Lohr College of Engineering

Dean Kumar is a social ambassador for #OneDayforSTATE - are you? Join him in raising support for the Jerome J. Lohr College of Engineering by becoming a social ambassador now: <<insert unique URL>>



Haleigh Timmer

#OneDayForSTATE is tomorrow! SDSU is a special place and has given me the very best of friends. Join us tomorrow in support of @GoJacksWBB: <<insert unique URL>> #gojacks



SAMPLE SOCIAL MEDIA POSTS

Day-Of



Terry Hahn

Way past my bedtime but wanted to stay up to be the first to make a gift to @GoJacksWrestle for #OneDayforSTATE #stayjacked <<insert unique URL>>



Kevin Kessler

Why did Heidi and I give to #OneDayforSTATE? Because someone cared enough to help send the @SDSU_PrideBand to DC in 1997. It was the trip of a lifetime! Our current members deserve the same life-changing experiences. Thanks to all who have given today! <<insert unique URL>>



Kate Treiber

Hey tailgate friends! Let's do this #OneDayforSTATE thing! Ready ... Set ... GO BIG. GO BLUE. GO JACKS!!

<<insert unique URL>>



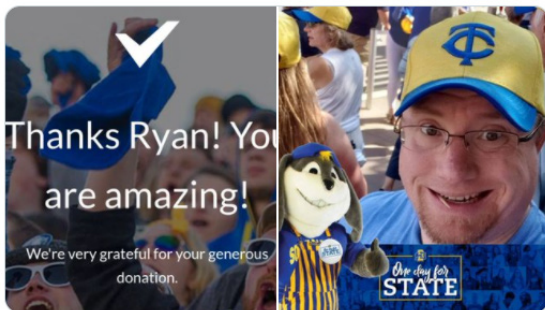
Matt Hoover

South Dakota State will always hold a special place in my heart as I got both my undergraduate degree and master's at SDSU. It truly was a blessing to call Brookings home for six years. I'm glad I can do my part in helping out today. Go Big! Go Blue! Go Jacks! #OneDayforSTATE <<insert unique URL>>



Ryan Jensen

Doing my part to give back to the Electrical Engineering Department I wouldn't be where I'm at right now without the fine education I received here. #OneDayforSTATE <<insert unique URL>>



SDState Nursing

An additional 25 gifts and we have the potential to unlock \$5,000 from Dr. Marge and Ron Hegge & Dr. Lois and Wes Tschetter! #OneDayForSTATE

Thank you to the Heggess and Tschetters for their generosity!

Make an impact now: <<insert unique URL>>



SDStateAbroad

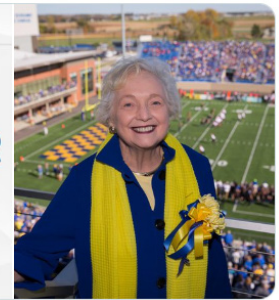
Going abroad isn't only about exploring the world but also about making connections. Host families help students create a home away from home. Donating gives students the opportunity to do so! #OneDayForSTATE <<insert unique URL>>



The Pride of the Dakotas Marching Band

We're into #OneDayForState challenge no. 5 tonight! And it's brought to you by our long time super supporter Dr. Peggy Gordon Miller!

We don't let Peggy down around here. Let's go. <<insert unique URL>>



SDSU Arts, Humanities & Social Sciences

Two hours left! Finish strong for future Jackrabbits to come!

<<insert unique URL>> #OneDayforSTATE



Andi Fouberg

Out here looking for @sdstatealumni and @sdstate fans in Delaware, Mississippi, and Rhode Island to complete the #OneDayforSTATE 50 state challenge. Send them here: <<insert unique URL>>



SAMPLE SOCIAL MEDIA POSTS

Day-Of



South Dakota State - College of Nursing

It's #OneDayforSTATE! Join Dean Krogh and some of our amazing students in the brand new skills lab in Brookings, made possible by generous donors like you! THANK YOU! Today, your gift will go even further. Thanks to our challenge donors, every gift helps unlock additional dollars. Ready to join us? <<insert unique URL>>



Sydney Smith

SDSU holds such a special place in my heart, so it only makes sense that I would give back in return. Join me TODAY for #OneDayforSTATE!

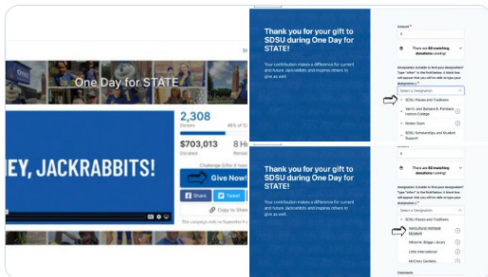
Donate here: <<insert unique URL>>



SD AgHeritage Museum

Confused on how to make a gift supporting the South Dakota Agricultural Museum? We have you covered with this step-by-step explanation! #OneDayforSTATE

Make your donation here: <<insert unique URL>>



Tammy Jungen

The night is still young! Let's make the most of these last few hours of #onedayforstate and show the world just how passionate Jackrabbit Nation is!

Show your SDSU love here: <<insert unique URL>>



Marina Hendricks

This awesome group includes some of my first #SDStateMCC students. I just donated to #OneDayforSTATE in their honor. Join me! Choose College of Arts, Humanities & Social Sciences, then #journalism. <<insert unique URL>>



SDSU Briggs Library

#OneDayforSTATE is winding down, Jackrabbits! Before you call it a night, make an impact for @sdstate by supporting the library:

<<insert unique URL>> ➡ Make a donation ➡ SDSU Places and Traditions ➡ and designate your gift to Hilton M. Briggs Library!



Tammy Jungen

The night is still young! Let's make the most of these last few hours of #onedayforstate and show the world just how passionate Jackrabbit Nation is!

Show your SDSU love here: <<insert unique URL>>



SDState Arts, Humanities & Social Sciences

How we're feeling in the final minutes of #OneDayforSTATE

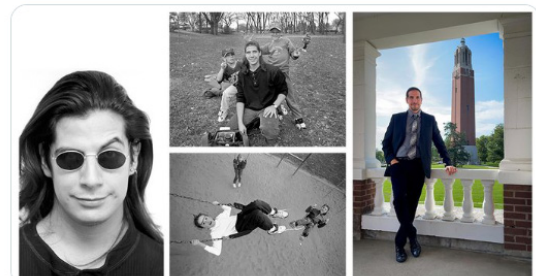
There's still time to sneak in a donation if you haven't already. There's also time for midnight snacks. They go really well with donating!

<<insert unique URL>>



Frank Robertson

What's changed in 28 years? Me from @sdsucojo student journalist to professional to teacher. What hasn't? The value of @SDSUCollegian, where @SDState students apply classroom learning! Please consider supporting them



SAMPLE SOCIAL MEDIA POSTS

Post-Event



SDState Natural Sciences

219+ donors came together to support Natural Sciences on #OneDayforSTATE, raising \$136k+ in donations! These funds will support scholarships, undergrad research, outreach events, & so much more! We can't wait to see what the future holds.



SDSU Cross Country // Track & Field

We would like to extend a HUGE thank you to David & Patricia Meyer for making a huge impact on our Track & Field program! Their #OneDayforSTATE challenge gift will continue to elevate our programs for years to come. #GoJacks



Kevin Kessler

Hey everyone - one more tweet.

What a day.

A final tweet to say THANK YOU to everyone who helped make #OneDayforSTATE an unbelievable success. You brought the words "With Loyal Hearts So True" to life today. Your loyalty to the Alma Mater is an inspiration.



#GoJacks

MORE donors made MORE gifts that helped meet MORE challenge gifts than ever before... THANK YOU for making a truly unforgettable impact during #OneDayforSTATE! #WithLoyalHeartsSoTrue #GoJacks



Gordon D Niva

And that's a wrap. Susan and I are so honored to have been part of this event as donors and blessed that we can provide gifts to unlock the spirit of giving in others. Thank you Jackrabbit nation for your gifts to so many important initiatives at SDSU. #OneDayforSTATE



Andi Fouberg

A live look at me today after staying up to close out #OneDayforSTATE and then not being able to sleep from the excitement!



Justin Sell

A big thank you to our Jackrabbit donors! We continue to set records. I'm proud to be part of such a special place! This is a terrific way to start the year! #OneDayforSTATE



Cameron Simaz

The support for SDSU wrestling is truly unbelievable. The craziest thing is that it gets bigger EVERY year - I can only imagine what next year will look like. Thank you, Jacks Fans. Thank you.

"Being a social ambassador and supporting One Day for STATE is my way of saying **'THANK YOU' to the people and programs** that gave me so much during my time at SDSU!"

ALLIE SCHMITT
- Social Ambassador

FLAT JACK INSPIRATION



South Dakota State Women's Basketball

6d · 🌐

Flat Jack is ready for #OneDayforSTATE! We can't wait to celebrate our favorite place on the best day of the year!

🔗 [OneDayforState.org](https://onedayforstate.org) | #GoJacks 🐾



Kevin Herrick
@HerrickKevin

Jack was getting a little tired, but he couldn't pass up the opportunity to visit the Ephesus archaeological site in Turkey! I was visiting Turkey for business, but I also made some time to see some fascinating sights. All possible because of my education at SDSU!
#onedayforstate



SDSU Rodeo

5d · 🌐

Cowboy Jack made it to River Falls, Wisconsin with the team today! He needs 20 more donations fast so we can unlock the Cordes Family Challenge and introduce our largest challenge yet!

Any size donation counts!

<https://givenow.sdstatefoundation.org/schools/SouthDakotaStateUniversityFoundation/one-day-for-state/pages/rodeo-team>



Debbie Irvine

9m · 🌐

#onedayforstate Packed and peering out of my purse to go to Tokyo for the night! Flat Jack.



Carolyn Thompson Poss is with Troy Mergen.

4h · 🌐

Flat Jack ran The Rut at Big Sky this weekend.

#OneDayforSTATE

📍 Lone Peak, Big Sky, MT

[www.onedayforstate.org](https://onedayforstate.org)



sdstatemls

...



FLAT JACK INSPIRATION

cleavens Flatjack in an undisclosed garden in Brookings. Some local children may have fed him some carrots. #onedayforstate



erichoff7 St Croix State Park Fire Tower

erichoff7 Abberly was super excited when we got "Flat Jack" in the mail. So we took him up the 100 foot fire tower at St Croix State Park here in Minnesota! #onedayforstate



Aaron Johnston @Coach_AJ · 13m

Jack & DJ surfing their way towards making this a special day for SDSU!

[OnedayforSTATE.org](https://onedayforstate.org) | #OneDayforSTATE #FlatJack



Boys & Girls Club of Brookings

September 8 at 5:00 PM ·

Today in Ms. Donna's class Flat Jack helped us with a fun new science experiment! #OneDayforSTATE



Bethany Gross · SDSU Foundation

2h ·

#OneDayforSTATE started early in Okinawa, Japan! It's Sep 8th at 0730 here! Flat Jack made it up Mt Fuji this weekend ❤️



abbyskates Vestmannaeyjar

abbyskates @tbisantz SDSU 2010 alumnus with Flat Jack on Eldfell Volcano in Heimaey, Vestmannaeyjar, Iceland. #onedayforstate @sdsu_foundation



Cheryl Miller @pe4me · 1h

SDSU alumni celebrating One Day for State at Mitchell Middle School bright and early this morning! #OneDayforSTATE @SDSUFoundation



chandawalter · Follow




The M & M boys 🐶 have some important news to share- Jack 🐶 stopped by to tell Murphy n Mocha 🐶 that it's One Day for State 🐶 and asked if they'd help spread the word! Just a few hours 🐶 left to make a difference! #odfths #OneDayforSTATE South Dakota State University · College of Education and Human Sciences

23h

SAMPLE EMAIL CONTENT

Email #1 - Send August 31

 Send	To...	Your friends and family
	Cc...	
	Bcc...	
	Subject	It's baaaackkkk.....

Dear <<insert name>>:

Big things can happen when Jackrabbits come together.

Last year, we rose to the challenge during the 6th Annual One Day for STATE. In 24 hours, thousands of donors from across the world joined together to raise **\$2.4 million for Jackrabbits during One Day for STATE.**

On September 7, we'll do it again! The objectives are simple: to rally Jackrabbits everywhere to share their passion for the yellow and blue and celebrate all it means to be a part of STATE.

I am asking you to help us reach our goal of once again rallying **5,000 donors in 24 hours** by marking your calendar and making a gift at <<insert your unique URL>> on September 7. And if you want to take it a step further and join me as a digital volunteer that day, visit www.sdstatefoundation.org/socialhub to learn more!


Together as one, we can make a difference for our current and future Jackrabbits.

Sincerely,

<<insert your name>>

SAMPLE EMAIL CONTENT

Email #2 - Send September 7

 Send	To...	Your friends and family
	Cc...	
	Bcc...	
	Subject	Today's the big day!

Dear <<insert name>>:

One Day for STATE is finally here! Today, all gifts – no matter the size – can make a difference for Jackrabbits.

Visit <<insert your unique URL>> and make a gift to a college or program that matters to you. With the help of today's challenge donors, your gift can go even farther.

Today, I'm showing my support by donating to <<insert your gift designation>>.

SDSU played an important part of my life thanks to the generosity of others. Now, I want to pay it forward by giving back. I hope you will join me.

5,000 donors in 24 hours. It's a bold goal, but there's nothing the Jackrabbit family can't do when we work together.

Visit <<insert your unique URL>> to join in the excitement.

Sincerely,

<<insert your name>>



ONEDAYFORSTATE.ORG