



Salem State University Viking Warrior Day

Ambassador Training

David Jakielo | Client Solutions Consultant





Today's Ambassador Training

Topics Covered...

1. What it means to be an Ambassador?
2. How to sign-up!
3. How to be an effective Ambassador...

We Need You!

Help Spread the Word

**MEET THE
MOMENT**

The Campaign for **SALEM STATE UNIVERSITY**

VIKING WARRIOR DAY
APRIL 30-MAY 1



- What do Ambassadors do?
 - Share your personal fundraising link through email and social media.
 - Help influence/inspire your networks to give!

Signing Up/In

Go to givingday.salemstate.edu to sign up!

Become a VWD Ambassador!

Sign up to increase your impact!

Enter your email to get started...



Sign Up

Already an Ambassador?

Sign In

- You can sign up using your email address
- You'll receive an email with account creation instructions.





Your Account Creation Emails

Sign-up Email

Become a VWD Ambassador!

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Enter your email to get started...



Sign Up

Already an Ambassador?

Sign In



Your Account Creation Emails

Welcome Email



Welcome, David!

You are now an Ambassador for Viking Warrior Day at Salem State University.

You can track your impact by sharing your custom referral link:

https://givingday.salemstate.edu/vwd25?utm_source=scalefunder&utm_campaign=amb_share&utm_content=j6k8gechk2ou6saufcsfd4h&utm_medium=plain

Please visit our [Ambassador Resource page](#) for additional information, including best practices for getting started, images for sharing on social media and sample messaging.

Please feel free to reach out to me with any questions you may have.

Go Vikings!

Nicole Healy

nhealy2@salemstate.edu

978-542-2817

Share your Referral Link with friends and family to track your impact.

Facebook

X

After sharing, go to your [Ambassador Dashboard](#) to see which of your friends gave using your link!



Your Ambassador Dashboard

Share your link & track your progress

🚩 Ambassador

Viking Warrior Day 2025

04/30/2025 5:06 PM EDT - 05/01/2025 11:59 PM EDT

Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:

✉ Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.

f

X

in

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook 0

LinkedIn 0

X 0



Your Ambassador Referral Link

Customize your link & save a short URL

Here's your actual referral link to do with as you please:

https://givingday.salemstate.edu/vwd25?utm_source=scalefunder&

Referred Page:

Change Short URL: 

<https://givingday.salemstate.edu/amb/>

Save

Ambassador Social Images



What to share?

Effective Ambassadors share personal stories & anecdotes

- What are you passionate about in relation to Salem State?
 - My degree helped land my dream career.
 - Salem State provided me with a network of friends and opportunities.
 - I want to pay it forward and help support student success.
- What is your favorite Salem State memory?
 - What is your favorite place on campus? Why?
 - What was your favorite class/professor?
 - Who was a person you made a lifelong connection with?
- What made you decide to study/work at Salem State?



Ambassador Next Steps

- Sign-up at givingday.salemstate.edu!
- Check out the Ambassador Dashboard and Images!
- Think about your Salem State University story!
- Get excited for #VikingWarriorDay!
- Share your personal fundraising link and #VikingWarriorDay leading up to and on April 30-May 1!



Contact Information

Questions?

Contact Us:

Nicole Healey
Engagement

nhealy2@salemstate.edu