



Viking Warrior Day 2023

Ambassador Training

PRESENTER:

David Jakielo, Client Solutions Consultant at RNL

Today's 3-Minute 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

- 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 VWD23 Ambassador!

Sign up to increase your impact!

Enter your email to get started...



Sign Up

OR



Continue with Facebook

- You can sign up using your email address or you can authenticate through Facebook.
- You'll receive an email with account creation instructions.

Your Account Creation Emails

Sign-up Email



Welcome, David!

Thank you for signing up to be an Ambassador for Giving Day at Salem State University's Giving Day platform, powered by ScaleFunder.

Before any further steps can be taken, you must click on Confirm Signup button below to confirm your Ambassador signup.

Thank You,

Salem State University Team

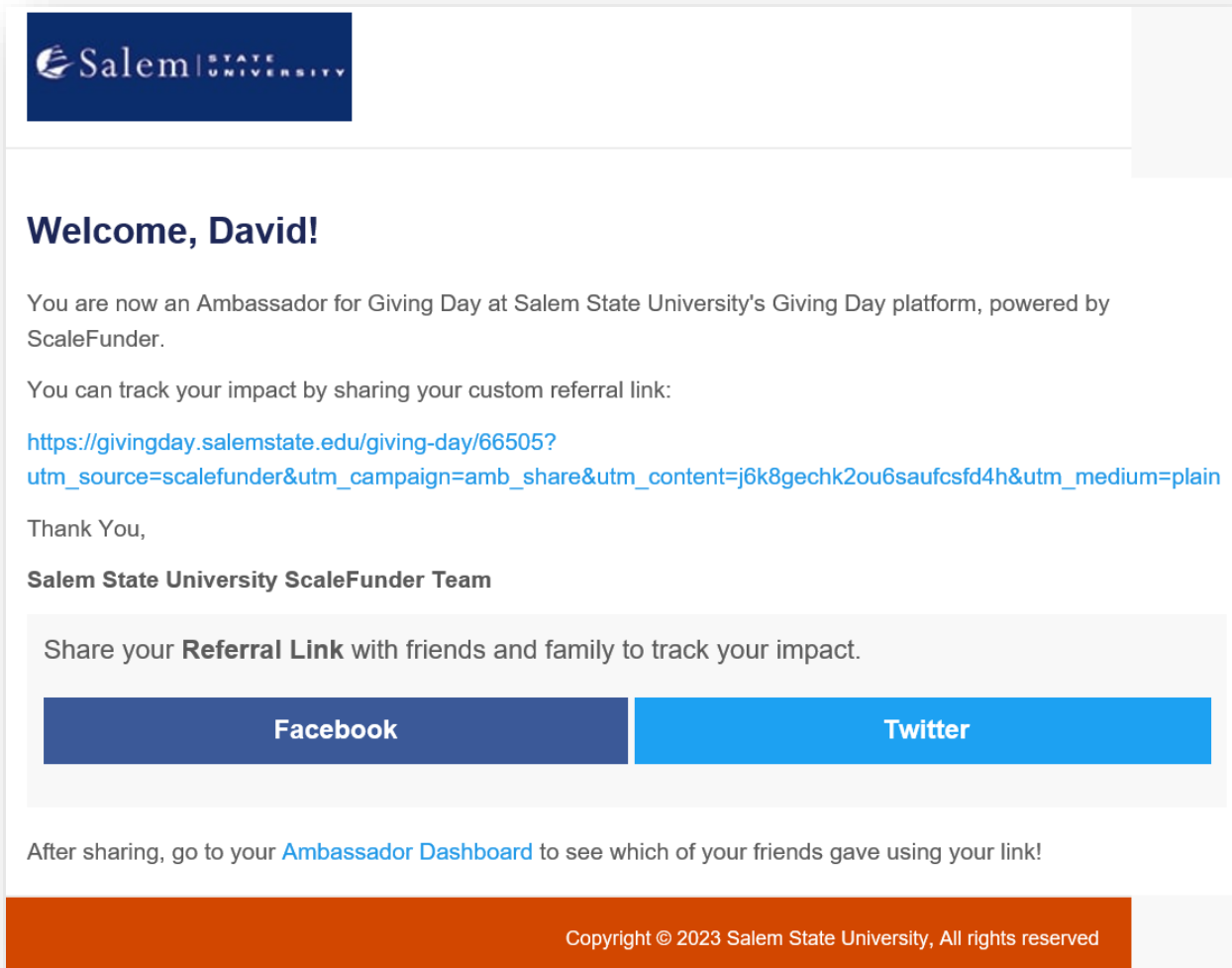
[Confirm Signup](#)

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Your Account Creation Emails

Welcome Email



Your Ambassador Dashboard

Personal fundraising link & track your progress!

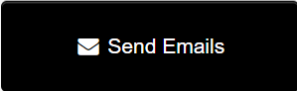
Viking Warrior Day 2023

05/08/2023 5:06 PM EDT - 05/10/2023 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.



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

https://givingday.salemstate.edu/giving-day/66505?utm_source=sc

Referred Page: Viking Warrior Day 2023 ▾

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook	0
LinkedIn	0
Twitter	0

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 Social Sharing Examples



Salem State
@SalemState

Alumni Matty Blake has gone on to host multiple shows on the @HISTORY channel. He joins @SalemStateAlum in support of our mission to build a better, more affordable #SalemState! Learn how you can participate in #VikingWarriorDay: givingday.salemstate.edu #TheCurseOfOaksIsland



Derek Barr
@derekbarr

Today's the day! It's Viking Warrior Day, Salem State's fourth annual day of giving! Help me make this our best one yet. Donate today: givingday.salemstate.edu/amb/derekbarr #VikingWarriorDay



Ambassador Next Steps

- Sign-up at givingday.salemstate.edu!
- Check out the Ambassador Dashboard
- Customize your personal fundraising link
- Think about your Salem State story
- Get excited for Viking Warrior Day!
- On May 9, 2023 – share your link and use #VikingWarriorDay!

Contact Information

Questions?

- Visit **givingday.salemstate.edu**
 - Read the FAQ on the Giving Day website
 - Check out the Ambassador section
- Email: vikingwarriorday@salemstate.edu