DECEMBER OUTREACH | TALKING POINTS

- Giving Tuesday (December 1) is the kickoff of the charitable season, when many focus on their holiday and end-of-year giving.
  - ie. Black Friday, Small Business Saturday, Cyber Monday, Giving Tuesday

- William & Mary has a long tradition of giving back and paying it forward—through community engagement and philanthropy.

- Bringing attention to giving as a central part of the William & Mary identity will pave the way for the Class Ambassador calendar year-end push throughout the month of December.

- Giving Tuesday is a day to give to causes most important to you. All gifts, small or large, can make a tremendous impact.

- Furthermore, participation in Giving Tuesday can help the university meet the number one priority of *For The Bold: The Campaign for William & Mary*—scholarships. With your help, we can remove the financial barriers that prevent extraordinary students from attending the university.

CLASS AMBASSADOR CHECKLIST

☐ Celebrate the time of year by making your own gift to William & Mary.

☐ Reach out to your 10 peer assignments and encourage them to give back! Direct your classmates to give online at [http://impact.wm.edu/classgiving](http://impact.wm.edu/classgiving).

☐ Participate on social media! Use #GivingTuesday on Facebook, Twitter, and Instagram to get the word out. Share your reasons for giving back to William & Mary and challenge others to do the same! Your staff liaison will provide you with sample tweets and posts.

☐ Update your tracking report in Box to help keep your staff liaison in the loop on your outreach!

☐ Thank classmates who have already given. Let them know how much their support is needed and appreciated!