

Thank you for your interest in becoming a social media champion to support Erskine's third annual Day of Giving. We truly appreciate your enthusiastic support! For your convenience we have provided some guidelines for giving and sharing with your followers on your social media platforms.

Give a gift online at www.erskine.edu/dayofgiving.

Create your video, using the guidelines below.

Upload your selfie video to your favorite platforms and use the hashtag #GiveGarnetandGold.

If you have any questions, please contact me at paul.bell@erskine.edu or (864) 379-8727. We are grateful for your kindness and look forward to hearing from you!

Thank you,

Paul Bell

Vice President for Advancement
and Alumni Relations

Guidelines for creating and uploading your selfie video

The short video can be taken on your cell phone and should be no longer than one minute. The goal is to encourage other alumni and friends to donate on the Day of Giving, April 14.

- Enjoy making the video! It can even be humorous if you'd like.
- Give you name and state your connection to Erskine.
- Make it personal. Two suggestions for doing so:
 1. Describe something you are thankful for at Erskine. (For example, alumni might be thankful for specific ways their education prepared them or for professors who invested in them.)
 2. Describe why you are supporting Erskine using the phrase, "I/We give because..." (Examples: alumni might give because they benefited from their Erskine education in specific ways or because someone gave so that they could attend Erskine. Parents might give because of what Erskine has done for their children.)
 3. Ask others to join you in giving. (Example: "Join me in supporting Erskine today. Together, we are making a difference in the lives of students for years to come.")
 4. Close the video by saying, "Give garnet and gold!"