



AMBASSADOR TOOLKIT

HUSKY GIVING DAY

UW MEDICINE

START HERE

Husky Giving Day ambassadors for UW Medicine give and encourage others to do the same — you are the key to success for our Giving Day on April 4. We hope you'll join us!

SIGN-UP TO BE AN AMBASSADOR

At AccelerateMed.org/givingday you will receive a unique link to promote Husky Giving Day. You can also have us sing you up, contact Ande Peterson at andepete@uw.edu.

SHARE

Use your unique ambassador link on social media, email and in text messages to share Husky Giving Day with your network.

GIVE ON APRIL 4

AccelerateMed.org/givingday

acceleratedmed.org/givingday



(more details inside)

NEXT, SEND A MESSAGE

EMAIL (copy and paste, customize bold areas)

Subject: 24 hours to change lives: 4/4 is Husky Giving Day!

Dear **[NAME]**,

How can 24 hours change the lives of countless people? It starts with education. When we support scholarships for medical students, we're investing in our communities — and in the exceptional care that tomorrow's doctors will provide to their patients.

Today is Husky Giving Day, a one-day online giving campaign, and I'm proud to support UW Medicine and their commitment to training the next generation of medical professionals. Giving to support student scholarships at UW Medicine is important to me because **[INSERT REASON(S)]**.

When you give today, April 4, your gift could be matched and unlock even more funding for student scholarships. I'm asking you to give because **[INSERT WHY YOU ARE ASKING]**.

Please make a gift to UW Medicine today for Husky Giving Day — 24 hours that can make our community healthier for years to come.

Best,
[YOUR NAME]

SOCIAL MEDIA (copy and paste, customize bold areas)

1. I'm giving to UW Medicine for Husky Giving Day because **[INSERT REASON]**.
[YOUR UNIQUE URL] #HuskyGivingDay #DawgsCare

2. Join me for Husky Giving Day! I made my gift in support of UW Medicine scholarships.
[YOUR UNIQUE URL] #HuskyGivingDay #DawgsCare

3. UW Medicine is training tomorrow's doctors. Make a gift now for Husky Giving Day and support healthier communities. **[YOUR UNIQUE URL]** #HuskyGivingDay #DawgsCare

acceleratedmed.org/givingday



WHAT TO SHARE

Husky Giving Day is a great time to celebrate and reflect on the ways UW Medicine impacts lives. As an ambassador feel free to have fun!



AFTER YOU MAKE YOUR GIFT SHARE THIS ICON
(we will send it to you separately)

#DAWGSCARE

Share a photo of your pet on April 4 wearing your favorite UW Medicine gear and use hashtags #HuskyGivingDay and #DawgsCare

Throwback Photos

Share a photo that reminds you of a great UW Medicine memory.

Honor Someone

Has someone inspired your giving to UW Medicine? Share why you give in honor of them.



acceleratedmed.org/givingday



FREQUENTLY ASKED

I don't see the fund listed that I usually give to, what should I do?

We are excited to offer these funds on April 4 for Giving Day and believe the listed options broadly cover the priorities of UW Medicine. However, if you would like to give to a more specific fund on April 4, you may do so at www.acceleratedmed.org/give-now/, we will make sure your gift is counted in our Giving Day totals.

Does UW Medicine have a goal for Husky Giving Day?

Yes, but nothing too formal. We are excited to participate in Husky Giving Day in its inaugural year and set the bar for all future giving days. That is why our goal this year is to encourage as many gifts as possible on April 4, no matter the size.

I just mailed in a gift but I'd still like to participate.

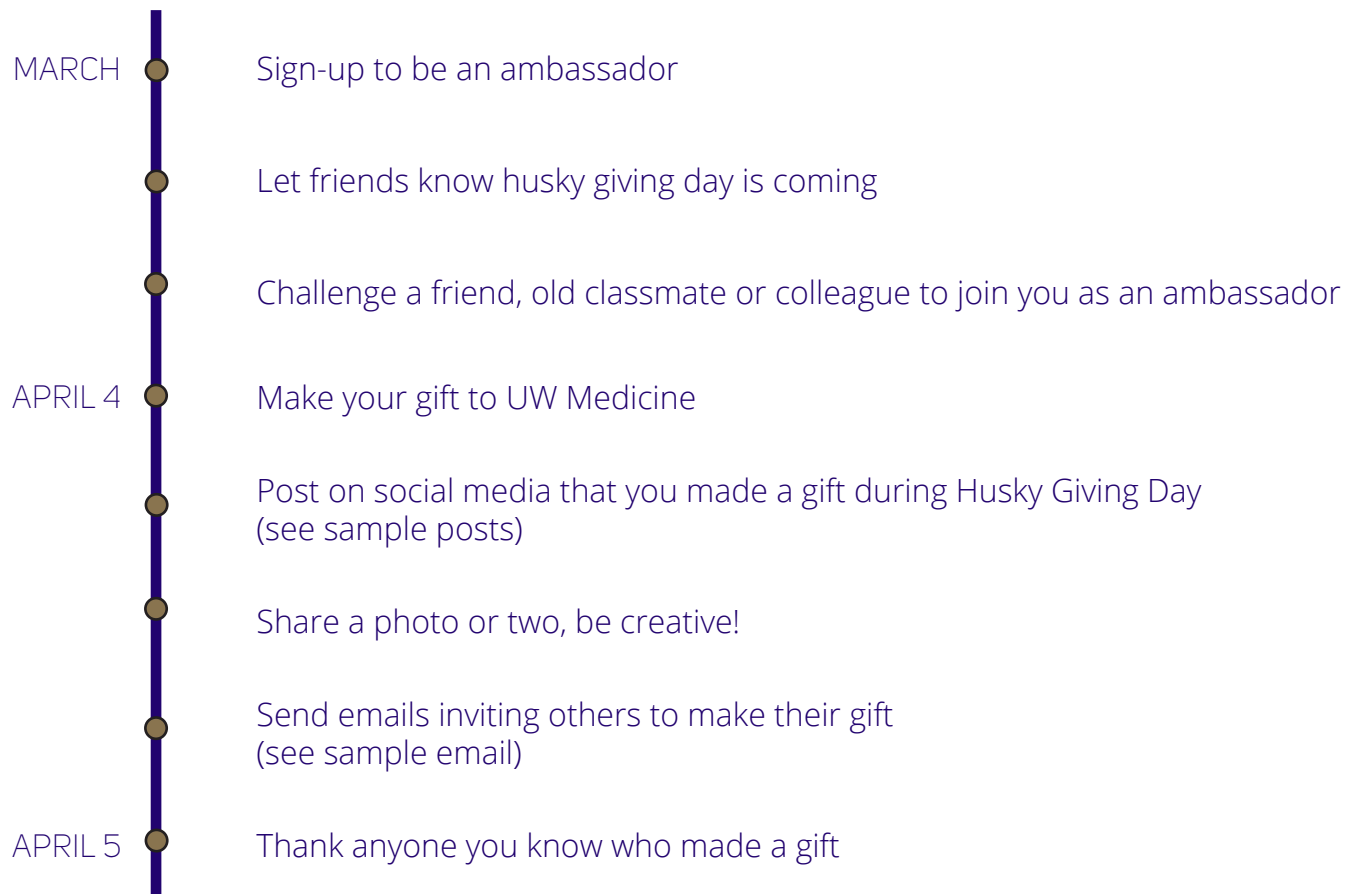
Thank you for supporting UW Medicine! Your gift will absolutely be included in our giving day totals. Just contact Ande Peterson at andepete@uw.edu to let us know.

Husky Giving Day is great! I'm interested in being a matching or challenge donor next year, what should I do?

That is wonderful to hear. For more information on being a matching or challenge donor please contact Ande Peterson with UW Medicine Advancement at andepete@uw.edu.



FOLLOW ALONG



THANK YOU!

