Entry Title: CALS Ambassadors Summer Giving Challenge
Name of Institution: University of Florida
Name of Person Submitting Entry: Dana Edwards, Charlotte Emerson, Gordon Yoder, Caylin Hilton, and Christy Chiarelli
Title of Person Submitting Entry: Strategic Communications Manager, Director of Student Development and Recruitment, Graduate Assistant, Associate Director of Annual Giving and Engagement, and Senior Director for Development and External Affairs
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Division: Society Programming
Names and Titles of People to be Credited with Entry:
• Dana Edwards, Strategic Communications Manager
• Charlotte Emerson, Director of Student Development and Recruitment
• Gordon Yoder, Graduate Assistant
• Caylin Hilton, Associate Director of Annual Giving and Engagement
• Christy Chiarelli, Senior Director for Development and External Affairs
Objective or purpose of promotional piece, campaign, event or programming:
The objective of this programming was to engage young alumni in giving and raise $5,000 for the Paul and Sherri Willis Endowment Fund for University of Florida College of Agricultural and Life Sciences Ambassadors.
Audience: University of Florida College of Agricultural and Life Sciences Ambassador Alumni
Related Web Site: https://cals.ufl.edu/apps/summergiving/
Who is responsible for the design/development of promotional piece, campaign, event, or programming?
• Dana Edwards – Responsible for website, graphics and design of mailed pieces, and social media postings
• Charlotte Emerson – Responsible for overall concept of the campaign, planning video shoot with Paul Willis, and messaging
• Gordon Yoder – Responsible for shooting, editing, and producing videos
• Caylin Hilton Newbern – Responsible for coordinating solicitation strategy and coordination
• Christy Chiarelli – Responsible for overall concept of the campaign
Quantity Produced: 300 of each mailing effort
Brief statement evaluating the effectiveness of this promo piece, campaign, event or programming:
The CALS Ambassadors Summer Giving Challenge activity was successful in engaging alumni in giving and surpassing the goal of earning $5,000 toward the Paul and Sherri Willis College Ambassador Endowment Fund. With a target audience of 250+ college ambassador alumni, nearly 50 former ambassadors donated to this effort – more than doubling the initial goal and raising $11,375 for the endowment.
This programming was an effective effort in engaging our young alumni audience, an audience that can be challenging to reach. The programming involved social media and videos, a giving website, mailed postcards, and a mailed formal letter over the course of five weeks. The mailed postcard was sent at the beginning of the campaign, and the letter was mailed in the middle of the campaign.

A total of 10 videos were shared during the duration of the campaign in the CALS Ambassadors Alumni Facebook group. Videos announcing the challenge, reminding audiences of the half-way point, and showing the total amount raised for the endowment were shared on the CALS social media pages. A reminder 30-second funny video was shared in the alumni Facebook group each Friday of the campaign. The total amount raised was announced at the current CALS Ambassadors’ training before the start of the fall semester, and a video of the ambassadors saying ‘thank you’ was shared with the ambassador alumni and donors to the effort.

- We’re Halfway (0:46): http://bit.ly/AmbassadorsHalfway
- Dear Former Ambassadors (0:46): http://bit.ly/FormerAmbassadors
- Don’t Be a Sucker (0:33): http://bit.ly/AmbassadorsLollipop
- Giving Train (0:33): http://bit.ly/AmbassadorsTrain

Social Media Analytics:
Instagram: 4 actions, 23 likes, 230 views, 1,108 impressions, 791 reached
Facebook Alumni Group (231 Ambassador Alumni): 118 reactions, 23 comments, 17 shares
CALS AMBASSADORS SUMMER GIVING CHALLENGE

College of Agricultural and Life Sciences
Summer Giving Challenge
Support our CALS Ambassadors Program

We're kicking off the CALS Ambassadors Summer Giving Challenge! Dean Elaine Turner has offered to match $2,500 of gifts made during this challenge, helping your support go even further. Our goal is to announce a total of $5,000 or more in new support at Ambassador team training on August 13.

As a CALS Ambassador, you made an impact on countless others, and we hope your Ambassador experiences continue to have a lasting influence on your life. As alumni, your giving is an encouragement to the newest members of our CALS Ambassador family.
GIVE NOW

Donation
- $25.00
- $50.00
- $100.00
- $250.00
- $500.00
- Other
  $0.00 (minimum $10.00)

Your Information
First Name: 
Last Name: 
Email Address: 
Country: United States
Street Address: 
Street Address 2: 
City: 
State: -Choose-
Zip Code: 

SHOW TOTAL
Sampling of Social Media Posts to the Ambassador Alumni Facebook Group:

Dana Edwards

Today kicks off the CALS Ambassadors Summer Giving Challenge to raise $5K in five weeks for our Ambassador Program. We are excited to share Dean Elaine Turner has committed $2,500 in matching funds! Remember those professional development and hands-on learning opportunities through industry tours you gained as a CALS Ambassador? A gift to the Paul and Shari Willis CALS Ambassadors Fund will provide support for future ambassadors to have those same experiences. Link: http://cals.ufl.edu/summergiving/.

Dana Edwards

WOW! One week in and we have passed $1,000! Thank you to the following folks who have contributed to the CALS Ambassadors Summer Giving Challenge: Sharon Maylene Spratt and Jim Spratt, Kelly Bingham, Andrew Shahan, Abbey Fretz, Jeff Satin, Ben Butler, Amie Imler, Keri Sidle, Chris Vitelli, Teresa Suits, Candace Spencer, Clay Hurdle, Christy Windham Chiarelli, Melissa Short McKendree and Buddy McKendree, and John L. Hall.

Dana Edwards

It’s bloopertime! (A Challenge yet, now Link: http://cals.ufl.edu/summergiving/)

Dana Edwards is watching CALS Ambassadors Summer Giving Challenge Videos.

Dana Edwards

Thank you for your support for our college Ambassador Program! With 40+ donor gifts, a match from Dean Turner, and a generous additional gift from Paul Willis, the Ambassadors have received $10,200+ in additional funding from the CALS Ambassadors Summer Giving Challenge!
Toot toot! This is our last week of the CALS Ambassadors Summer Giving Challenge! The portal closes August 13 before we announce the final gift amount at our CALS Ambassadors Training.
Link: http://cals.ufl.edu/summergiving/.

Thank you to all who have supported the CALS Ambassadors Summer Giving Challenge! Together, you have reached $2,280 to make Dean Turner's match of $2,500! The following alumni helped us break the $2,000 mark: Grant Copeland, TJ Row, Kelly Peadgott Mosley, Emily Sperling, Viviana Medina, Zachary Sweat, Bernie LeFils and Avery Sams LeFils, Aaron Dukes, Jason Steward, Melody Hadley, and Colleen and Travis Larson.
Giving Link: http://cals.ufl.edu/summergiving/.

feeling American Gothic.