How to be an Earlham Day Advocate

What is an Earlham Day Advocate?

Advocates are individuals who want to make an impact during Earlham Day by encouraging your classmates, family and friends to support Earlham Day.

Before you can be an Earlham Day Advocate you will need to create a user account with Givecampus. If you participated as an Earlham Day Advocate in the past you can skip this! If this is your first time as an Advocate go to Givecampus.com to create your account.

3 steps to be an awesome Earlham Day Advocate

1) Make a gift! In the gift process you can do two additional things!

   Match: This means you will give a number of dollars for each dollar or donor that Earlham Day receives up to your specified maximum gift.
   Example: Big Earl agrees to gives $10 for every student that makes a gift on Earlham Day up to $200.

   Challenge: This means you will give a gift only if Earlham Day receives a certain number of dollars or donors that you require.
   Example: Little Earl will give $500 on Earlham Day if 10 people from his class (1999) also make a gift.

   Both of these can apply to donors from an affiliation group, class year, or even specific group of friends

2) Create a personal plea! A personal plea is a quick video where you can tell the community why they should make a gift on Earlham Day. You will just need a cell phone to create and upload your video to the advocates tab on the campaign page.

3) Share the campaign link! The built-in sharing buttons (located underneath the campaign video and on the advocates tab) generates a link that is unique to you! You can share this link on social media, email, and text messages and track how many clicks and gifts you get for Earlham.