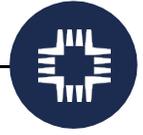


DOG Ambassador Toolkit

Day of Giving 2020
Thursday, June 11th





The COVID-19 pandemic has led to challenges and hardships for many individuals and families, perhaps including your own. All who have been impacted by the pandemic are in our prayers, and we pray that you and your loved ones are healthy and well.

This pandemic has certainly impacted Concordia's students, faculty and staff. And yet ... we know God is faithful. He tells us to rely on Him. He calls us to faithfully carry out our mission to equip men and women to learn, serve and lead in His church and world. We continue this work here at Concordia — His work — in all circumstances. **In doing so, we witness to the world our faith in Jesus Christ, the reason for our hope.**

Our Day of Giving on June 11th will look different than in the past, but our goal remains the same — we will continue to carry out our mission while caring for our students, faculty and staff. We invite you to partner with us to spread the word about this special day.

YOUR CALL TO ACTION!

Before Day of Giving

- Remember the official Day of Giving hashtag: #CUNEDayofGiving
- Celebrate Concordia's Day of Giving by changing your social media profile pictures. To change your Facebook profile picture please follow these steps:
 - Go to fb.com/profilepicframes.
 - Choose a profile photo or use your existing photo.
 - Search for Concordia Nebraska.
 - Adjust the size and cropping of the photo as necessary.
 - Set the length of time you wish to keep the frame on your profile.
 - Select "Use as Profile Picture."
- Join and share our Facebook event [here](#).
- Concordia will be hosting virtual activities throughout the day. Find a schedule of events [here](#).
- Pray and encourage others to pray for Concordia's students, faculty, staff, administration, alumni and friends.



Facebook, Twitter and Instagram Posts Leading up to Day of Giving (now-June 10th)

Below are a few examples of posts you can use for inspiration. Share why you love Concordia and plan to participate in Day of Giving.

- Even apart, we stand together. Save the date for June 11th and join the Concordia community for #CUNEDayofGiving—an opportunity to support our students and the mission of Concordia.
- Our world needs Concordia graduates now more than ever. Join me in supporting Concordia on June 11th. #CUNEDayofGiving
- On Thursday June 11th, I invite you to participate in Day of Giving — a virtual celebration of Concordia and our mission to educate men and women to learn, serve and lead in His church and world. #CUNEDayofGiving

On Day of Giving (June 11th)

- Share your own photos of your Concordia experience or in Concordia gear! #ThrowbackThursday #CUNEDayofGiving
- Post your video challenge on Facebook.
- Make a [gift](#).
- Like and share a Day of Giving virtual event on your social media from the CUNE pages.

Facebook, Twitter and Instagram Posts on Day of Giving (June 11th)

Below is inspiration for your social media posts on Day of Giving. Make them your own!

- Today is the day! It is Concordia's Day of Giving — a 24-hour event that brings the #CUNE community together around a common mission. #CUNEDayofGiving
- Join me today in #CUNE's Video Challenge for Day of Giving. #CUNEDayofGiving
- Where is your class on the leaderboard? Make a gift today to celebrate your classmates and support current students at Concordia. #CUNEDayofGiving



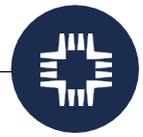
Video Challenge for Day of Giving

This year we are encouraging alumni and friends of Concordia to challenge each other through our Video Challenge. Here are the steps to follow to participate in the challenge:

1. You can post your video challenge on Facebook, Twitter, or Instagram.
2. Using inspiration from below, in your own words record yourself talking about why Concordia is important to you and why you are supporting Concordia on Day of Giving. (Don't forget to introduce yourself!) In the video, challenge three others to join you in Day of Giving.
3. Post your video on your Facebook page. Remember to use the #CUNEDayofGiving and also tag the people that you challenged and Concordia's page.
4. OPTIONAL: "Go Live" on Facebook and share your message of support for Concordia.

Example Video Inspiration:

"Hi, I am Jane Smith, from Lincoln, Nebraska, and a proud member of the Concordia Nebraska Class of 1992! Concordia's Day of Giving is TODAY! I gave a gift on Day of Giving because when I was a student, I received scholarships funded by generous donors and now it's my turn to give back. I also want to challenge three others to celebrate Concordia and give a gift today; Bill Johnson, Curt Jones and Leslie Anderson, help me represent the Class of 1992!"



Follow us!

Main Concordia University social media accounts:



fb.com/concordianebraska



twitter.com/cune



instagram.com/concordianebraska



snapchat.com/add/concordiane

Concordia Alumni social media accounts:



fb.com/ConcordiaNebraskaAlumni



twitter.com/CUNEAlumni



instagram.com/CUNEAlumni