



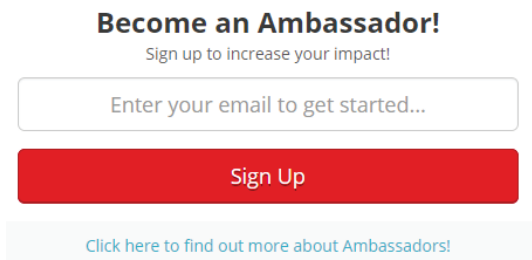
How to Track Your Impact as a One Day. One KU. Ambassador

The easiest way for you to make an impact on One Day. One KU. is to encourage your classmates, friends and family to join you in making a gift. Becoming an Ambassador makes spreading the word easy, fun and rewarding because you know precisely how many clicks, gifts and dollars your outreach is generating.

To become an ambassador and take advantage of tools made just for you, follow these four simple steps:

STEP 1 – SIGN UP

Go to www.ku.edu/onedayoneku, enter your email address and click the red “Sign Up” button in the top right of the page.



STEP 2 – CREATE YOUR ACCOUNT

You will receive an email from Brenna Leahy. Click “create account” within the body of that email. Set a password that will be used with your email address to log in.

STEP 3 – ACCESS/CUSTOMIZE YOUR UNIQUE LINK

Once you’re logged in to the ambassador portal, you will find a link to the *One Day. One KU.* homepage **customized just for you** (shown at right). Use the shortlink option to create a unique link.

If applicable, you can create an even more customized referral page by selecting your school or unit affiliation.

Your Account
Your Name
Profile
Ambassador
2023 One Day. One KU
Sign Out

Ambassador
2023 One Day. One KU.
02/16/2023 12:00 AM CST - 02/16/2023 11:59 PM CST

Thank you for signing up to be an ambassador! We're excited to see you make an impact during One Day. One KU. on February 16.

How you can make an impact:

- Make a gift on February 16 for One Day. One KU.
- Share a message and custom referral link (listed below) encouraging others to participate
- Use the "share" buttons below to post on social media.

How to use your custom referral link:

- Below is your custom referral link.
- Share your link with everyone you know on social media, by email, or by text
- Include your link with #ODOKU23 on all One Day. One KU. social media posts

Click here for examples of email content, social media posts, and more ambassador resources!

Questions? Email Brenna Leahy, bleahy@kuendowment.org

Track your impact

YOUR AMOUNT RAISED
\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook	0
LinkedIn	0
Email/Plain	1
Twitter	0

Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.

Here's your actual referral link to do with as you please:

https://kansas.scalefunder.com/gday/giving-day/59708?utm_source

Referred Page: 2023 One Day. One KU.

Change Short URL: Save

Your unique referral link

Select the destination of your referral link (Student Affairs or School of Business, etc.)

Share on social media & send emails with your unique referral link

Shorten & customize your referral link (optional)

STEP 4 — START SHARING

If you want to share **via email**, or on **Facebook, Twitter** or **LinkedIn**, click the share buttons and your support will automatically be tracked on the ambassador portal. You can also copy your link to share via email, text or other social media channels. Don't forget to include **#OneDayOneKU** when you post on social media!

Our giving day goes live at 12:00 a.m. on Thursday, February 16. Once it's live, you can share with all your family and friends. The more you share, the more Jayhawks will join you in celebrating *One Day. One KU.*



The key to success? Sharing your personal message! The more you share, the better the results. Personal emails have been shown to be more effective than social media in getting someone to make a gift. Be authentic in explaining why you are supporting *One Day. One KU.* and why you want others to join you — have fun with it!

STEP 5 — TRACK YOUR IMPACT

Check the ambassador portal throughout the day to see how many clicks, dollars and donations you've generated for the campaign. The more you share, the wider your reach.

To sweeten the deal, all ambassadors who generate at least two donations through their personalized giving link will receive a pair of gloves. All ambassadors who bring in five donations through their link will receive a hat!

Thank you for everything you do for KU and for helping make *One Day. One KU.* a success.

Questions? Please contact Brenna Leahy at bleahy@kuendowment.org.



ku.edu/OneDayOneKU

#OneDayOneKU

ROCK CHALK!