



### Advocate Toolkit

As a #KnoxProud Day advocate, you are one of our most valuable volunteers. We cannot make this day successful without your involvement! Below are some helpful tips to guide you in spreading the word and creating momentum.

- Post a photo of yourself wearing Knox College gear
- Share, and comment on, photos and posts from the College
- Share your personal story of what Knox did for you
- Make a gift at [proud.knox.edu](http://proud.knox.edu) and then click the prompt to share the news
- Share photos from a virtual celebration event
- Use the hashtags #KnoxProudDay and #ALLInForKnox
- Tag your friends on social media posts
- Create your own giving challenges to friends and classmates
- Turn Facebook, Twitter and Instagram Purple by [downloading these custom profile pics and banners](#). You can also use these backgrounds if participating in a virtual meetup or happy hour!

Recommended Social Media posts:

- ★ I'm #KnoxProud. How about you? Help keep the Knox experience within the reach of students who need our help by making a gift before 11:59 p.m. PT today! [proud.knox.edu](http://proud.knox.edu)
- ★ It's #KnoxProudDay! If **1,837** of us make a gift before 11:59 p.m. PT today, we'll earn an extra \$500,000 in challenge money for the Knox Fund. Any size gift will count and will be matched with \$250. [proud.knox.edu](http://proud.knox.edu)
- ★ Join in the #KnoxProudDay activities by making a gift to support the current generation of Knox students. Participate now at [proud.knox.edu](http://proud.knox.edu). Any size gift will make a difference.
- ★ Have you made your gift for #KnoxProudDay yet? Participate today at [proud.knox.edu](http://proud.knox.edu) and help unlock an extra \$500,000 in challenge money. Every gift will be matched with \$250.00!
- ★ Check out [proud.knox.edu](http://proud.knox.edu) to see the latest #KnoxProudDay progress!
- ★ Our graduates help to change the world. Make sure that world-class Knox education is available to all students. Be #KnoxProud and make a gift at [proud.knox.edu](http://proud.knox.edu).

Recommended Sample Email:

Hi, XXX!

I'm going "All In" today for Knox because my support helps keep a Knox education within the reach of more students. Knox's goal is to secure 1,837 donors in this 24 hour period and earn over \$500,000 in challenge money to support Knox's greatest needs.

If you haven't given to the Knox Fund recently, #KnoxProud Day is the day to do it. As I think back on my own Knox experience, I want to ensure that lives on for generations to come—which is why I am making a gift today. I hope I can count on you to be "All In" too. Make your gift now at [proud.knox.edu](http://proud.knox.edu).

Thank you,  
(your name)