Ambassador Toolkit

go.unc.edu/THT

Below is a step-by-step guide to help you become a wildly successful fundraiser for lifesaving research this #TarHealTuesday, November 27!

Remember, supporters like you are the reason for every success we have. Your dedication means a lot to us, our researchers, and our patients.

Feel free to reach out if you have any questions along the way – we’re here to help.
1. Make Your Gift

If you have the means, pick a fund that you are passionate about and make your gift at go.unc.edu/THT.

This shows people you are committed and helps get the ball rolling. People are more likely to contribute if someone has already donated.
2. **Spread the Word**

Start reaching out to your closest friends and family via email and include a link to the #TarHealTuesday fundraising page. These folks are most likely to donate, so getting them involved in the beginning helps get your campaign off the ground.

Hi Friend,

I hope you had a great Thanksgiving! We’ve enjoyed Turkey Day, Black Friday, Small Business Saturday, and even Cyber Monday. We’ve shown our gratitude towards friends and family, and spoiled them and ourselves a little, too! So that means today has to be Giving Tuesday!

I am fundraising for #TarHealTuesday this year, raising funds for lifesaving research at UNC.

UNC is performing critical research across all areas of medicine – from developing new treatments to cancer, to understanding the causes of neurological disorders, to unlocking the secrets of our DNA.

Your gift could launch a new study at the cancer center, or invest in the new Children’s Research Institute. Will you make your gift today at [https://go.unc.edu/THT](https://go.unc.edu/THT)?

Thanks for joining me in this effort to raise $40,000 for research this #TarHealTuesday. You’re the best!
5. GET SOCIAL

Announce your campaign on social media. Show your early success and gratitude by tagging friends and family who have already donated.

Posts prior to and on #TarHealTuesday are important. Let people know why you support UNC Medicine and lifesaving research. Update them on your goal. Post “Thank Yous” to people joining and supporting your campaign.
5. **Thank Your Supporters**

There are still things to do for #TarHealTuesday on Wednesday!

Acknowledge your supporters by sending thank you emails and making thank you posts on social media. UNC Medicine will send a thank you email, but it’s important that your supporters hear from you directly.

Thank you!
QUESTIONS?

UNC Medicine is here to help!

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Thank you!