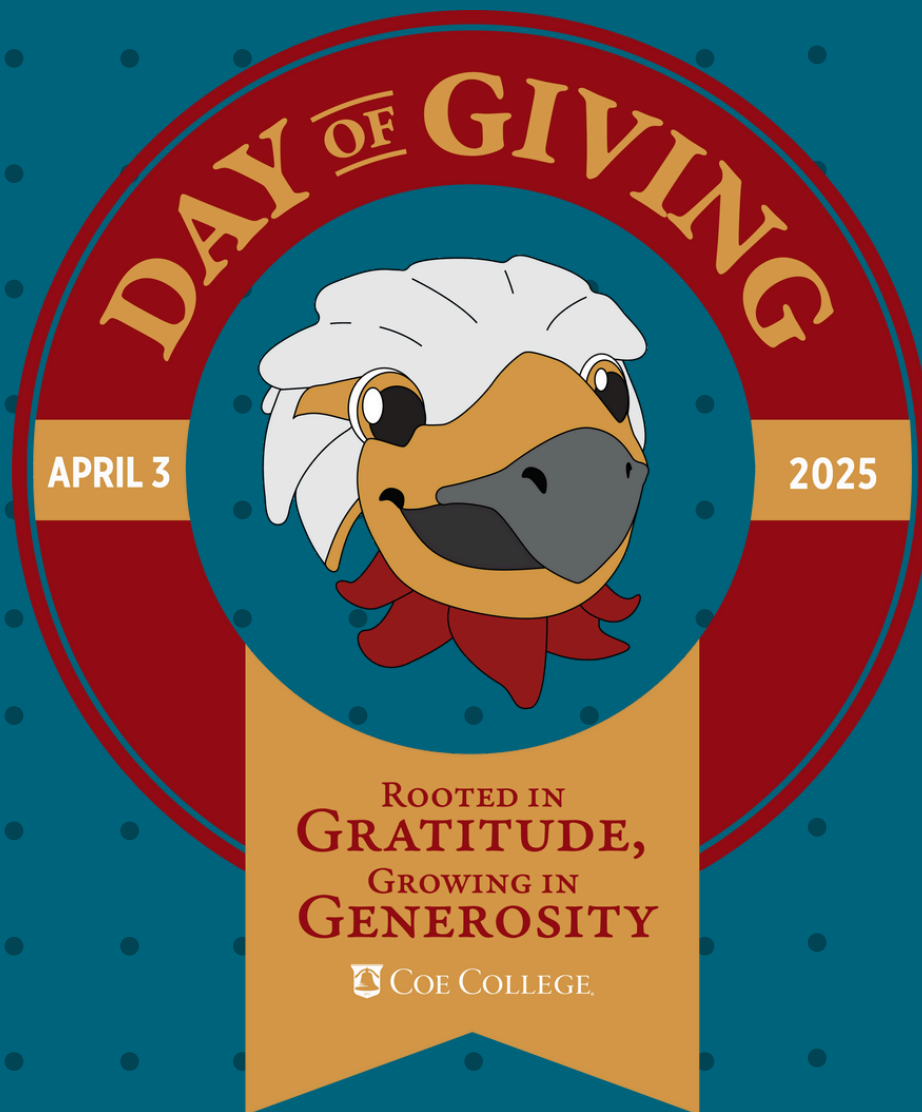


Digital Ambassador Toolkit



Support Coe by lending your voice as a Digital Ambassador leading up to and during Day of Giving on April 3, 2025!

This guide includes resources including:

Action Steps

Hashtags and Accounts to Tag

Coe Facts & Stats

Sample Email Text and Social Media Posts

Shareable Graphics

Digital Ambassador Introduction



Why Day of Giving?

Coe College's annual Day of Giving began in 2015 with the sole purpose of bringing alumni, family, friends, students, faculty and staff together. As a new tradition began, Coe's family answered the call.

Rooted in Generosity Growing in Gratitude in 2025, we are happy to reflect back on the many successful campaign challenges, student and city celebrations and overall Coe pride!

Day of Giving provides an avenue to further close the gap between what tuition covers and what it costs to operate the college. It allows us to concentrate on increasing student access to award-winning programs that set students up for career success and community connection. All this, while also increasing the ability to provide mental health & wellness access and essential student assistance, rounds out the full student experience.

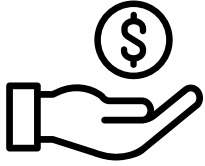
Coe has its eyes on the future and how students will continue to impact not only our local economy, but the global landscape as well. Our campus now boasts 40% first-generation students and we are proud of our growing community of international students. Not only that, 99% of our last incoming class benefited from financial aid and scholarships, which your investment in the Annual Fund helped to provide!

Digital Ambassadors: A Way to Lend Your Voice

Through social media, email and direct outreach, Digital Ambassadors make a difference as they raise awareness for Coe's Day of Giving. As a Coe alum, student, student supporter, staff, faculty, friend or community member who is eager to share your association with Coe, and desire to grow its Annual Fund, you can make a powerful and immediate impact.

The digital ambassador toolkit provides sample content, graphics and other resources to help give volunteer advocates, like you, the necessary tools to share you enthusiasm for Coe. The best part? You'll help to grow our Annual Fund and support the areas of greatest need for the college!

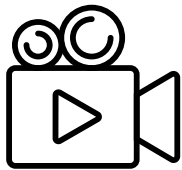
Take Action!



Make your personal gift to the Annual Fund. This is a one day event, so act with intent, and share through social media why you are grateful for your Coe experience.



Respond to the question “Why do I support Coe’s Annual Day of Giving?” using one of the hashtags on the next page and share through a digital platform.



Share Coe’s Day of Giving video to highlight its rich history and resilience. This year’s video reflects on the derecho’s five-year anniversary and how being rooted in gratitude continues to strengthen Coe.



Show gratitude for those who have made Coe a successful institution since 1851. Write a personal note to a Coe faculty or staff member for the impact they made on your Coe experience.



Share stats about all the great accomplishments that Coe has made and why making a gift to the college continues to be a great investment.

Hashtags

TO USE AS A DIGITAL AMBASSADOR

Day of Giving Hashtags

#DayofGiving
#CoeDayofGiving
#CoeDayofGiving2025
#CoeGives
#GivetoCoe

#FriendsOfCoeGrowingTogether
#CoeSweethearts
#CoeRootsAndWings
#CoeGoldenHour
#CheersToCoe

Other Coe Hashtags

#CoeCollege
#Kohawks
#CoeAlumni

Accounts

TO TAG TO CONTINUE SHARING THE MESSAGE

Coe College Alumni

Facebook: Coe College Alumni
Instagram: @coealumni
Twitter/X: @CoeAlumni

Coe College

Facebook: Coe College
Instagram: @coecollege
Twitter/X: @CoeCollege
Threads: @coecollege
LinkedIn: Coe College
TikTok: @coecollege

Your friends and family!

A graphic featuring a grid of teal dots on a white background, framed by orange borders at the top and bottom. The text 'Content LIBRARY' is centered in the grid.

Content LIBRARY

The following content library provides sample posts, graphics and other content Coe College Digital Ambassadors can share on social media and beyond. Digital Ambassadors are encouraged to personalize content to fit their own experiences, preferences and style.

Facts & Stats

It is important to share Coe's great work and accomplishments when encouraging others to participate in Day of Giving and support the Annual Fund. During this year's campaign, we think of our hopes and dreams for the future of our institution and our aspirations to make Coe an even better place. While the list is infinite, gifts to the Annual Fund help make real and measurable strides each day towards enhancing the Coe experience.

Below are a several recent stats and successes at Coe. Feel free to use this information in a direct ask for support, social media posts or just to educate friends and family about the great work that is happening.

In the last 3 years, over **99% of students received a comprehensive financial aid offer**. Each offer is designed to make Coe as affordable and accessible as possible.

In addition to helping provide financial aid to students, the Annual Fund ensures Coe's **operating budget** can meet the fundamental needs of the college each year.

The Office of Student Success and Persistence is **designed to help all students navigate college** and is supported by Coe's operating budget dollars.

Coe's operating budget funds C3: Creativity, Careers, Community, **which helps students with career exploration, building networks, preparing for interviews, applying for jobs and finding volunteer opportunities**. This support also makes programs like the Career Fair, Sophomore Purpose Retreat, and Get COEnected: Alumni-Student Networking Social possible.

Facts & Stats CONTINUED

Coe College has been among the 25 Best Private Schools for Internships in the nation six of the last seven years according to the Princeton Review.

Coe is among the Princeton Review's "Best 390 Colleges" in the nation, which puts Coe in the top 15% of the 2,000+ four-year college and universities that were surveyed.

In August 2024, Coe's career services are ranked #8 in the nation by the Princeton Review.

In August 2024, The Princeton Review also ranked Coe's faculty as the #22 Most Accessible Professors in the Nation.

Nearly 100% of reporting Coe graduates are either employed, in grad school or engaging in service within nine months of graduation.

Sample Email Text

Included below is sample email text and ideas. We encourage you to copy and paste OR use the sample as a starting point for your personalized message. Your friends and family know you best, and your message should reflect your personal commitment to strengthening the Coe community.

Feel free to use shareable graphics and remember to link to the [Day of Giving page!](#)



Hello <<Insert Friend/Supporter Name>>!

I hope that this message finds you well. I'm reaching out today to share that Coe's annual Day of Giving is right around the corner on April 3, 2025!

As a Coe <<Insert your relationship, ie. alumni, parent, staff>> I am proud to be a part of the Coe Community and its strong traditions. I choose to participate each year in Coe's Day of Giving because it is important to give back. Coe's Annual Fund helps the next generations of students and the greatest needs of the college, and each gift that is received makes an immediate impact on Coe. The Annual Fund contributes to scholarships and financial aid that keep college affordable to over 99% of Coe students.

Visit [HERE](#) to learn more about Coe's Day of Giving and make a gift that is meaningful to you. There are great challenges in which your donation can be matched, doubled or help to unlock significant challenge match dollars. This year, we want to be deeply rooted in generosity with the Derecho Challenge by reaching a goal of 450 donors.

Will you join me?

Thank you for your consideration. Your generosity is deeply rooted in gratitude and continues to grow, making a lasting impact at Coe!

<<Insert your signature>>

Sample Social Media Posts

Included below are sample social media posts and ideas. We encourage you to copy and paste OR use the samples as a starting point for your personalized message. Your friends and family know you best, and your message should reflect your personal commitment to strengthening the Coe community.

Use the correct hashtags, shareable graphics and link to the [Day of Giving page](#)!

Facebook, Instagram, X (Twitter) & Threads

1. Join us in celebrating the spirit of giving on Coe College's Day of Giving! Together, we can empower our Kohawks to reach new heights and achieve their dreams. ❤️💛 Show your support today!

#CoeDayofGiving #GivetoCoe

2. At Coe College, every gift counts towards shaping the future of our students. 🌱 Help us continue providing an exceptional learning environment where students can thrive and excel. 📖 Join us in making a difference on Day of Giving! #CoeDayofGiving #GivetoCoe

3. Coe College is more than just a campus — it's a vibrant community where students learn, grow and make lasting connections. ✨ This Day of Giving, be a part of our legacy and support current and future Kohawks. 💪 Together, we can achieve greatness! #CoeDayofGiving #GivetoCoe

LinkedIn

1. Join us in celebrating Coe College's incredible community and support students on Day of Giving!

Your contributions help create meaningful experiences for our Kohawks, shaping the leaders of tomorrow. Together, let's make a difference. #CoeDayofGiving #GivetoCoe

2. At Coe College, we believe in the power of education to transform lives. **This Day of Giving, help us continue providing exceptional learning opportunities for our students.** Your support makes a difference. #CoeDayofGiving #GivetoCoe

3. **Coe College is more than a campus — it's a community where students learn, grow and thrive.** This Day of Giving, be a part of something bigger. Support Coe and help us continue our tradition of excellence. Every gift matters. #CoeDayofGiving #GivetoCoe

Other Social Media Ideas

- Post a picture with your Coe sweetheart or Bestie during your time at Coe and use the hashtag #FriendsOfCoe.
- Post a picture with your Coe bestie or student and challenge them to share the message with you.
- Use one of the decades graphics and encourage fellow Kohawks of your graduation year and decade to show up and make a difference on Day of Giving.

Shareable Graphics

To improve engagement and impact, we recommend attaching an image to your social media posts. You can download our recommended social media images that are seen below [online](#).

Facebook Graphics



and more!

Shareable Graphics CONTINUED

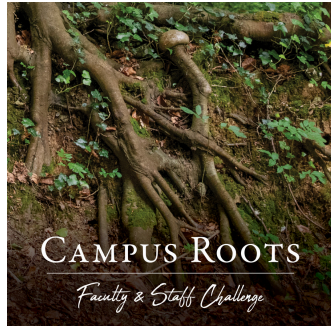
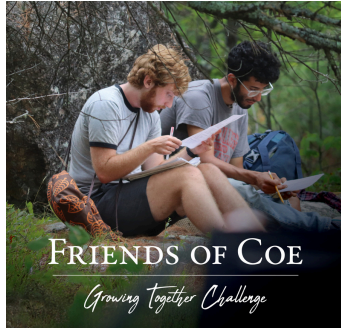
Facebook Graphics



and more!

Shareable Graphics CONTINUED

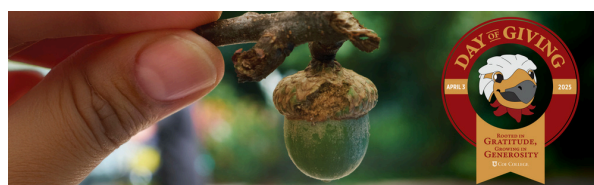
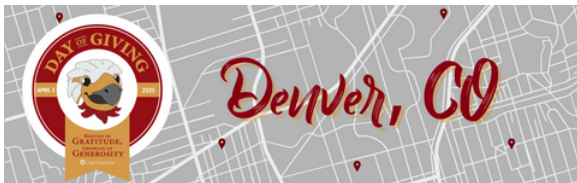
Instagram Graphics



and more!

Shareable Graphics CONTINUED

Webslider Graphics



and more!

Shareable Graphics CONTINUED

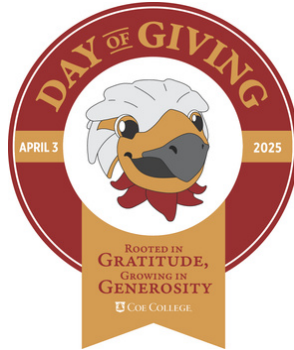
Email & Mobile Graphics



and more!

Shareable Graphics CONTINUED

General Graphics



Scan me

