

RED & READY

HOW TO BECOME AN ADVOCATE

Make an impact at Carthage by encouraging your classmates, family, and friends to support Carthage on [Red & Ready Giving Days](#)! It's easy. Here's how:

✓ Sign Up to be an Ambassador

- We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're registered as a Red & Ready Ambassador.
- Head to the [Red & Ready Ambassadors page](#) to sign up.
- Once you sign up, you'll receive a personal URL that tracks your fundraising impact!

★ Consider Your Own Gift

- Make a gift: Lead by example and make your gift to the Carthage Fund for Red & Ready. It's much easier to ask your friends and family to **join you** in making a gift when you've already done it yourself!

👉 Offer a Match (or Challenge)

- Leverage your gift and encourage others to give via a match or challenge.
- Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes

✉ Share, Share, Share

- The built-in sharing buttons on [the campaign page](#) make sharing with your networks easy. Don't forget to swap out the link for your personal Ambassador link to get credit for the donations you help bring in!
- Share via Facebook, Twitter, Instagram, Text Message, Email, or Phone Call.

👥 Tell Your Story

- Create a Personal Plea, post it to your social networks, and tag us! (@carthagecollege or @carthage.alumni)
- Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!