A GUIDEBOOK FOR GIVING DAY VOLUNTEERS

Helpful Tips & Things You Need to Know

12pm noon April 6th – 12pm noon April 7th

#LSTCGives

www.lstc.edu/giving/giving-day
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INTRODUCTION

Thank you for rising to the challenge as a volunteer for Giving Day 2021. Nearly 40 people have joined the #LSTCGives team this year, and we have representation from across the country. We are a vast and varied group who represent the many people of the Lutheran School of Theology at Chicago community, and we could not pull off this extraordinary event without you.

Our new strategic plan, “For Such a Time as This,” calls on us to transform the challenges we face as a church and as a society into opportunities to give a bold witness of faith and risk action for the sake of others. This year, motivated by a hope to continue growing scholarship assistance as well as the fight against racial injustice, LSTC is hosting its fourth annual Giving Day, with the theme “For Such a Time as This.”

With your help, we will engage 325+ donors through Giving Day and raise over $125,000 to increase the support we provide our students to live the LSTC mission through academic resources, learning environments and student scholarships.

This guidebook is designed to provide a framework of information to assist in your Giving Day engagement. We want to make sure your experience is rewarding and fun. If you’re feeling productive and engaged, then it’s going to be a win-win for you and LSTC!

We look forward to partnering with each of you to make Giving Day 2021 the best one ever!

If you have any questions please contact Jessica Houston, Alumni Services and Events Manager at jhouston@lstc.edu or 773-844-0293 (cell).
THE BASICS OF GIVING DAY

GOALS
Engage 325 Donors
Raise $125,000

WHEN
Tuesday, April 6th and Wednesday April 7th
12:00pm – 12:00pm

WHERE
https://www.lstc.edu/giving/giving-day
https://www.givecampus.com/6m3uup
https://www.facebook.com/LSTChicago  #LSTCGives
https://twitter.com/lstchicago  #LSTCGives
https://www.instagram.com/lstchicago/  #LSTCGives

WHAT
Giving Day (#LSTCGives) will be 24 hours of social media awesomeness. All LSTC social media platforms will be filled with fun, inspiring, and exciting ways for the LSTC community to support LSTC in a big way. In terms of participation, Giving Day promises to be the largest 24-hour giving period in LSTC’s history.

WHY
The goal of Giving Day is to attract new donors and reactivate those who have not given in several years. We also expect loyal donors to rise to the challenge by connecting to the seminary in new and deeper ways through social media and giving challenges.

The primary goals of Giving Day are to:
1) increase the number of donors to LSTC. 325 Giving Day donors
2) support LSTC initiatives. $125,000 raised through Giving Day

Giving Day 2021 is focused on providing scholarships for students of color, supporting the Pero Multicultural Center, and helping to meet the areas of greatest need.

For you and your friends: The case for giving on this day is that:
- Gifts count more on April 6th and 7th thanks to challenges from generous donors—matches may double, triple, quadruple your gift.
- It will be fun! Be a part of this event as it unfolds in real time.
- Every gift makes a difference in the lives of LSTC students, faculty, and staff.
- You’ll make history by being part of the single largest day of giving for LSTC.
HOW IT WORKS

Giving
Every online and phoned-in gift (773.256.0761) made on April 6th or 7th will count towards the total. The GiveCampus website will display a real-time running tally of the total number of donors and dollars raised overall, as well as for each challenge. Progress will also be posted regularly on social media.

All donors who give on the day will receive a special Giving Day thank you as soon as they give that will notify them of the challenges they have supported and offer the chance to share their excitement on social media.

Challenges
Throughout the day, we will unveil challenges brought forth from donors. As a member of the 2021 Team #LSTCGives you are receiving exclusive early access to the challenge information. Please use this information to reach out to friends on April 6th and 7th.

Challenges offer the opportunity to join with others in making a larger impact thanks to matching dollars. Challenges for specific groups will be announced in targeted e-mails as well as on social media outlets. There is no limit to the number of challenges that a single gift can count for. For example, if you qualify for four challenges when you make your gift, your gift will be quadrupled!

Gifts to honor others
Make sure that your friends and family know that this is a perfect time to make a gift in honor of someone who is important. For example:

- Members of a congregation can make a gift in honor of a pastor (past or current) who received their education from LSTC or predecessor schools.
- Alumni can say thank you to a favorite professor with a gift to LSTC in his or her honor.
- Current students who receive any sort of aid from LSTC can give back in a small way knowing it will have a big impact on future LSTC students.
- Neighbors who take advantage of the excellent food and service at the Refectory can donate in honor of the Refectory staff, who are employees of LSTC and therefore are directly supported by the Annual Fund.

Online Presence
LSTC’s Facebook, Instagram and Twitter will post throughout the day. These posts will include challenge updates, fun videos, and more. Follow each one to stay informed throughout the day.

Giving Day sessions will take place at specific times throughout the day via Zoom. These will be great opportunities to engage your social networks, providing an inside look at the work of the Seminary. Tune in at the Giving Day Campaign website and keep it open in a window all day.
Team #LSTCGives

The best way for these challenges to be successful is for you to post and share in your personal social media networks throughout the day. Here are some ideas for ways to be involved. Remember to use the hashtag #LSTCGives.

- **Make a gift and ask others to make a gift**
  - Ask your friends to join you in supporting LSTC on April 6th or 7th. Any amount will make a huge impact for the LSTC community thanks to the challenges that day.
  - Say why you are making a gift of any amount on Giving Day.
  - Make sure that your friends and family know that this is a perfect time to make a gift in honor of someone who is important – an alum, a professor, or a current student.

- **Create and share your own posts**
  - Take a photo with LSTC swag and post it
  - Take a photo with a fellow alum and post it
  - Make a video of yourself (or with a group) singing and post it.

- **Follow, comment and share**
  - Watch live streams and LSTC Facebook page – encourage friends to tune in as well.
  - Comment on and share others’ posts.
  - Repost any videos, images, or updates from LSTC’s accounts to your own feeds.

- **Change your social media profile**
  - Update profile photo or banner with an LSTC Giving Day image

- **Contact your friends**
  - Reach out to friends via e-mail, text, or social media to encourage them to give back.
  - Reach out to friends who fit certain challenges to let them know their gift will make a larger impact on April 6th or 7th.

- **Host a virtual watch party**
  - Plan a lunch, happy hour or dinner get together to share photos, post, and tune in.

- **Participate in Giving Day sessions**
  - Session 1: Antiracism at LSTC, Dr. Marvin Wickware, 1:00pm, Tuesday, April 6
  - Session 2: Antiracism Transformation Team presentation, 6:00pm, Tuesday, April 6
  - Session 3: Attend an LSTC class with Dr. Eric Kyle, 8:00am, Wednesday, April 7
  - Session 4: Service of the Word, 11:15am, Wednesday, April 7

Thank you for being part of 2021 Team #LSTCGives!