

ABOUT THE DAY

ALLEGANY COLLEGE OF MARYLAND | #ALLEGANYGIVES DAY OF GIVING | APRIL 15-16, 2026

Thank you for being part of our team by becoming an Advocate! Advocates like you – who give and encourage others to do the same – will be key to ensuring #ALleganyGives Giving Day is a success!

If you have any questions before, during, or after #ALleganyGives Day of Giving on April 15th please email cjensen2@allegany.edu.

Show your ACM Pride and spread the word about #ALleganyGives Day of Giving with our resources!

Every **#ALleganyGives** post and email you share leading up to and on Giving Day will contribute to the success of the day. Share, share, share!



Email Marketing Templates



Social Media Graphics & Tips

Thanks for your support! We appreciate you and your willingness to be a part of ACM's first annual Day of Giving, #ALleganyGives!

Email Marketing Templates

You can use these email templates to reach out to your personal network and spread the word about #ALleganyGives Day of Giving fundraiser. Just copy and paste the text below into your email and add some personal flair to make it your own!

BEFORE GIVING DAY

Subject Line: Join me and support Allegany College of Maryland!

Hi [First Name],

I am excited to share with you that I am supporting Allegany College of Maryland during #ALleganyGives Day of Giving by taking on the role of an advocate. My fundraising will help raise critical funds to support the Allegany College community.

[Fundraiser Story: Why are you supporting the fund at Allegany that means the most to you? What impact has this fund had on you/your family/friends?]

#ALleganyGives is a 24 hour event that runs April 17-18th that unites ACM alumni, students, parents, faculty, staff, and friends. We're ALL in this together. Click here to learn more about #ALleganyGives: [link to your individual fundraising page]

Thank you for supporting me and Allegany College of Maryland!

[Your Name]

Subject Line: Lend a helping Hand!

Hi [First Name],

#ALleganyGives, the first annual 24-hour day of giving for Allegany College of Maryland, is only X days away. This one-day celebration is a chance for all of us in the Allegany community to show our ACM pride by supporting the programs that are most meaningful to us.

Please visit [link to individual fundraising page] to join me and support Allegany College of Maryland.

Thank you!

[Your Name]

DURING GIVING DAY

Subject Line: Giving Day is TODAY!

Hi [First Name],

Today is #ALleganyGives Day of Giving! We have 24 hours to bring the entire Allegany community together to support the people and programs at Allegany College of Maryland that mean the most to us.

I'm supporting [support area], but you can donate to any area that is meaningful to you at [link to individual fundraising page]. Your gift, no matter the size, will have an immediate impact for Bryant and the community.

If you cannot give today, please consider participating by sharing my fundraising page with your friends and family on social media to help get the word out about #ALleganyGives.

Thank you!
[Your Name]

Subject Line: Only [X] more hours left to give!

Hi [First Name],

#ALleganyGives Day of Giving is almost over! With [\$ amount you've raised] already raised for Allegany College of Maryland, I am so proud of the progress we've made together as a community!

But it isn't over yet! Visit my fundraising page before 11:59 p.m. EST at [fundraising link] and contribute to helping me support the #ALlegany Community.

You can also show your support by sharing my fundraising page with your friends and family on social media! We're ALL in this together!!

Thank you again!

[Your Name]

Social Graphics & Tips

Social Graphics

Download by clicking below:

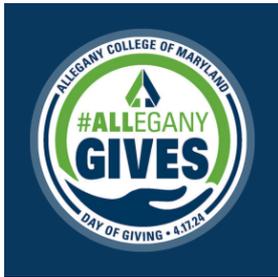
[Profile Picture](#)

[Instagram Photo](#)

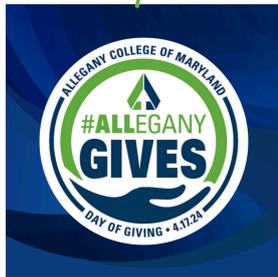
[Facebook Header](#)

Facebook/ Instagram [Story Graphic](#)

SOCIAL MEDIA *Graphics*



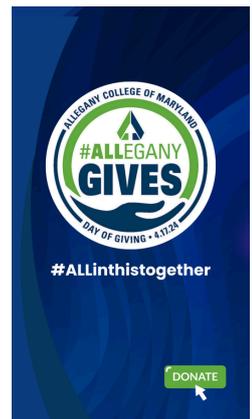
Profile Photo



Instagram Post

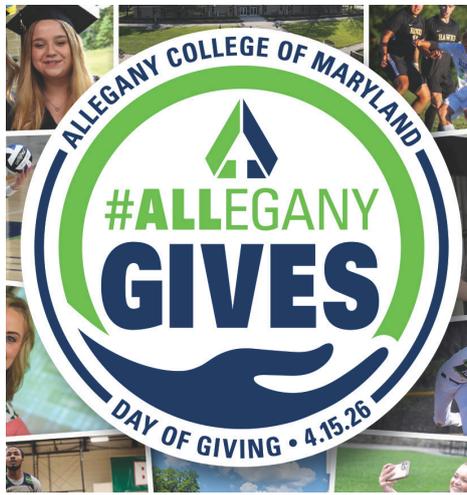


Facebook Header



Instagram / Facebook Story





Official Giving Day Icon

Social Captions

You can use these social media captions to reach out to your personal network and spread the word about #ALleganyGives. Just copy and paste the text below into your post and add some personal flair to make it your own!

BEFORE Giving Day

#ALleganyGives is April 17th! I'm giving to support @AlleganyCollegeofMaryland & [insert unit hashtag/handle here]! [insert fundraising page link]

The countdown is on! Participate in #ALleganyGives Day of Giving by donating to [insert unit hashtag/handle here]: [insert fundraising page link]

ON Giving Day

Rooting on [insert unit hashtag/handle here] during #ALleganyGives!

Donate here: [insert fundraising page link]

Today is #ALleganyGives Day of Giving! Make a gift today! [insert fundraising page link]

AFTER Giving Day

Thank you for your showing your support during #ALleganyGives!

I couldn't have achieved my goal without you!



FACEBOOK

Tips

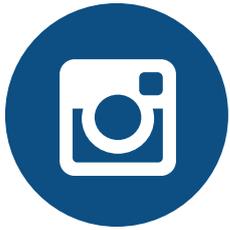
Below is a list of ways you can begin engaging your network for #ALleganyGives Day of Giving!

Get started by liking the Allegany College of Maryland channels. This will allow you to get updates, important information, and tips for #ALlegany Gives Day of Giving.

Tell everyone about #ALleganyGives Day of Giving. Be sure to tell people what it is all about by using some of the suggested messaging above. Let them know how they can donate and ask them to spread the word.

Talk it up! Post interesting information about your chosen support area and share success stories and photos. Ask your followers questions to engage them in dialogue. Remember to keep posts brief! You don't want to lose your audience by presenting lengthy updates.

Do all of the above and repeat...again and again and again!



Instagram

Tips

Here's your Instagram checklist:

Follow @alleganycollegeofmaryland on Instagram to follow the activity around #ALleganyGives Giving Day.

Connect your Instagram and Facebook accounts. Make sure that your Instagram posts are automatically posted on Facebook. Connecting Facebook and Instagram harnesses the power of both social media platforms at once and allows you to reach a wider audience. If you need help connecting your accounts, visit Facebook's Help Center or Instagram's Help Center for instructions.

Find powerful images. People-centric, positive images will help you draw in new followers. Focus on sharing images that speak to your chosen support area's mission and your target audience. Canva is a great way to take your own photographs or stock images to the next level.

Use Instagram Stories! Create engaging Instagram stories to keep your followers engaged throughout #ALleganyGives!