

The President Paul J. LeBlanc First-Generation Scholarship Fund – Volunteer Toolkit

Thank you for being an Advocate!

We are grateful to have your support as we celebrate and honor President Paul LeBlanc. We know that we can rely on you to connect with your classmates, teammates, friends, families, and peers to encourage everyone to show their support of first-generation learners.

Advocate Actions

To become an Advocate you must take action! What does that look like? Some ideas:

1. Share your personal **GIVING LINK** with your SNHU network. This could be via email, text message, or social media posts! Scroll down for examples.
2. Create and share a **PERSONAL PLEA** video. Helpful tips are listed below.
3. Offer a **MATCH** or **CHALLENGE** through the campaign page.

Before you begin, remember ...

Always use your personal donation link via the sharing buttons on the campaign page! We encourage you to create a GiveCampus account and share using your personal link so you can see how many gifts you generated with your personal link.

Send a Text:

Giving at your fingertips! What's more fun than a group text? Are there classmates you haven't talked to that you would love to catch up with? Now is an easy time to connect! Mobile donations are quick and easy!

Example Text:

SNHU gave me the skills and confidence I needed to succeed. I'm giving back to provide the same opportunity for future #SNHUFIRSTGEN. <YOUR PERSONAL LINK>

Send an Email:

Are there people you could shoot a quick email?

Example Email:

Hi [NAME],

SNHU is excited to announce the establishment of the Paul J. LeBlanc First-Generation Scholarship Fund. This Fund aims to break down barriers to education, providing financial assistance for students who are the first in their families to pursue a college degree. Join me in making a gift of any size. A generous alum is challenging the SNHU community to give to this important cause. He will match any gifts made, up to \$50,000! Your support will play a pivotal role in shaping the future of SNHU and the many learners it serves.

<your personal donation link>

Thank you.

With Penmen pride,
[YOUR NAME]

Post to Social Media:

Create your own posts to inspire others to give! Posts with images, videos, emojis, and other multimedia typically attract more attention than text-only. Use the hashtag #SNHUFIRSTGEN, tag @SNHUalumni, and make sure you like and share posts from SNHU Alumni's Facebook, Instagram and X!

Example Posts/Captions:

- SNHU gave me the skills and confidence I needed to succeed. I'm giving back to provide the same opportunity for future #SNHUFIRSTGEN. <LINK>
- A small act of kindness can make a big impact. Join me in supporting future #SNHUFIRSTGEN! <LINK>
- Have you supported the #SNHUFIRSTGEN scholarship? Join in and see our collective impact <LINK>.

- Hey #SNHUFIRSTGEN students, the alumni community has your back. You got this. 😊
<LINK>

Post a Personal Plea Video on [GiveCampus](#)

A Personal Plea is a video in which an Advocate tells their community why they're getting involved with the campaign and why others should step up, too. The most popular format for Pleas is simply a short selfie video recorded on a cell phone! Personal Pleas can be uploaded via the campaign 'Advocates' tab. After you upload your Plea, we'll review, approve and post! A button to watch the video will appear next to your names on the campaign's Advocates tab.

CONTENT TIPS:

- Introduce yourself: Tell viewers who you are and your connection to SNHU.
- Make it personal and tell a story: Inspire others with a bit about your educational journey, what it means to be the first in your family to earn a degree.
- Make an ask! Ask the viewer to contribute to the scholarship fund and to share it with friends.
- Keep it snappy: People have short attention spans. We recommend that videos last no more than 60 seconds.
- Let your excitement shine through! Bring some energy!

TECHNICAL TIPS:

- Use good light: Natural light is best, so go outside if you can. A cloudy day is perfect for filming outside. If filming inside, light up the room as much as possible or film next to a sunny window. The more light, the less grainy your footage will be. Also, the background should be pretty plain.
- Audio is important: Choose a quiet location to film so that listeners will hear your voice, not distracting background noise.