



ALMA COLLEGE

Sample Social Media Posts

When posting on social media, please include #AlmaDay. These sample social media messages can be copied, pasted and personalized on your Facebook profile or on your alumni class group on Alma Day. We encourage you to write the messages in your own voice. You can also share Alma College/Alma College Alumni Association Facebook page posts on your profile or in your alumni class group.

Tagging your classmates in your Facebook posts is also a great idea.

Facebook

Announcement

Attention Alma College Class of XXXX/team/department! Today is Alma Day! As alumni/staff/friends we can keep students thinking critically and serving generously through supporting scholarships and financial aid, experiential learning and faculty resources. Today, gifts have the opportunity to be matched through a variety of different match and challenge opportunities. In addition, I am personally offering a match of (share your matching gift details here) to everyone in the Class of XXXX/team/department. Join me in being All In for Alma! (Include your personal GiveCampus link to the giving page.) #AlmaDay

Reminder to Give

We still have X hours left of Alma Day. Please make your gift before midnight tonight for the opportunity to have your gift make a larger impact through one of the matches or challenges! #AlmaDay (Include your personal GiveCampus link to the giving page.)

Thank You Message (Email and Social Media)

Please remember to share your gratitude with your peers for their contributions.



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Sample Message and Post

Thank you for your contribution on Alma Day. Together XXXX donors joined together to raise \$XXX,XXX.

Our class/team/department alone raised \$XX,XXX in support of scholarships and financial aid, experiential learning, and faculty resources required to continue making the Alma College experience transformational.

A sincere thank you for being All in for Alma, and investing in Alma students' bright futures!