

How to Become an Advocate for PLU this Bjug Day

Make an impact by encouraging your classmates, colleagues, family, and friends to support PLU and PLU students on GiveCampus!

It's easy. Here's how:

✓ Create an Account (or if you already have one, log in)

- ▶ 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 logged in to GiveCampus.
- ▶ Head to the Bjug Day page (www.plu.edu/bjugday) and navigate to the Advocates tab.
- ▶ Click 'Log In' or 'Sign Up' to get started!

★ Consider Your Own Gift

- ▶ Lead by example and make your own gift early. 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. (Find detailed [instructions here](#).)
- ▶ 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 generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- ▶ Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!

🎥 Tell Your Story

- ▶ Create a Personal Plea and post it to the campaign page!
- ▶ 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!

Have questions?

Reach out to Teddy Wingo, Assistant Director of Annual Giving, twingo@plu.edu, 253-535-7447.