

# ALL 4 One 2018 Volunteer Tool Kit

## How can you help?

If you've got 5 minutes:

- If you haven't already made your FY18 gift, make an **All 4 One** gift now.
- Create a matching or challenge gift of any size to help encourage others to give as well
  - Matching gifts can be to all constituents, your classmates only or to a specific group of email addresses (i.e. your links).
- Share the **All 4 One** message with **#All4One** and **#poweredbysmithies** on your social media sites (use any of the digital resources on the following pages).

If you've got 10 minutes:

- Email your Smith friends and ask them to join you with a gift to The Smith Fund. \*TIP—ask for a specific amount (like \$25 or \$100).
- Sign up as an Advocate on [GiveCampus](#) and share the message on your social media sites (remember to use your personal URL that will populate when you're signed into your GiveCampus account)—watch as [GiveCampus](#) tracks your success throughout the day!
- Create a Personal Plea video on [GiveCampus](#) that you can share with your Smith friends—asking for a gift during the month of March.

If you've got 30 minutes:

- Call a Smith College friend to reminisce and encourage them to make their **All 4 One** gift.

If you've got an hour (or more):

- Call us at 1-800-241-2056, option 1, and we'll provide you with the names of some individuals that you can call to encourage them to help us meet our goals for the month.

# Digital Resources



For questions about how to use the [GiveCampus](#) site at any time during the challenge, email [thesmithfund@smith.edu](mailto:thesmithfund@smith.edu).

## Social Media How-To's:

We need your help to spread the news about **All 4 One 2018**, and we can't think of an easier and faster way than social media. Please visit Facebook, Twitter and/or Instagram to spread the word and encourage your friends and classmates to participate. We've compiled everything you will need to get the message out.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

For all digital images in one place, click [here](#).

*For more tips and tools:*

---

- Join [The Smith Fund Volunteers](#) Facebook page
  - Check out The Smith Fund [Tools for Volunteers](#) page for pre-recorded webinars, podcasts and other resources
- 

If you have additional questions, class managers are listed below.

CLASS	CLASS MANAGER
1944–1954	<a href="#">Barbara Rejniak</a> 413-585-2063
1955–1957 1963–1967 1973–1982 Ada Comstock Scholars	<a href="#">Sharon Looney-Armstrong</a> 413-585-2068
1968	<a href="#">Allison Gomes</a> 413-585-2661
1958–1962 & 1969–1972	<a href="#">Jodi Fallon Fern</a> 413-585-4407
1983–1987, 1997	<a href="#">Laura Metallo</a> 413-585-2097
1988–1992 & 1998–2017	<a href="#">Jennifer Smedes</a> 413-585-2039
1993–1996 Senior Class	<a href="#">Maria Held</a> 413-585-2044



## UPDATE YOUR FACEBOOK COVER & PROFILE PHOTOS

### Facebook Cover Photo and Profile Pic:

Click (or Ctrl + click) the Thumbnail below, and then **download (or right click) the image** to save. Upload as your Facebook Cover or Profile photo.




If you would like your profile pic to automatically switch back on a specific date, please follow the directions below.

*Once your profile picture expires, it'll automatically switch back to your previous profile picture.*

To add a temporary profile picture from iPhone:

1. Go to your profile and tap your profile picture
2. Tap **Select Profile Photo** to choose a photo from your camera roll
3. Tap **Make Temporary**, then select when you'd like the picture to expire
4. Crop and position your photo and tap **Use** when you're ready to post your new profile picture

To add a temporary profile picture from Android:

1. Go to your profile and tap your profile picture.
2. Tap **Upload Photo**.
3. Choose a photo from your phone's library or tap  in the top-right corner to take a new one.
4. Tap **Make Temporary**, then select when you'd like the picture to expire.
5. Drag the corners of the square to crop your photo and tap **Done** when you're ready to post your new profile picture

*Note: Your profile picture is always public. Once a profile picture expires, it will still be visible in your profile pictures album.*

## UPDATE YOUR FACEBOOK STATUS

Don't know what to say? Let us help!† How about...

- There's power in numbers. **All 4 One**. [smith.edu/all4one2018](https://smith.edu/all4one2018) #All4One #poweredbysmithies
- **All 4 One** is not about dollars and cents, it's about us coming together to become one of the most engaged groups of alumnae donors in the U.S. [smith.edu/all4one2018](https://smith.edu/all4one2018) #poweredbysmithies #All4One
- For the next \_\_ days, I challenge you to join me in showing our pride for Smith College. [smith.edu/all4one2018](https://smith.edu/all4one2018) #All4One #poweredbysmithies

\* Remember to use your personal URL instead of the one provided above if you are signed up as an Advocate!

† Sometimes Facebook will try to add a 'Donate Now' button automatically to your post. If you want your gifts tracked through your personal URL, you will have to turn off this feature (i.e. delete the button from your post).

## SHARE AN ALL 4 ONE PHOTO ON FACEBOOK

Update your Facebook status with an **All 4 One** photo.

Click (or Ctrl + click) the Thumbnail below, and then **download (or right click) the image** to save.



### Or add a personal plea video:

Challenge your friends and classmates to give. Upload it to any of your social media sites using #All4One #poweredbysmithies.



## UPDATE YOUR TWITTER PROFILE PHOTO

### Twitter Profile Photo:

Click (or Ctrl + click) the Thumbnail below, and then **download (or right click) the image** to save. Upload as your Twitter Profile Photo.



### Need a Tweet\*?

- There's power in numbers. **All 4 One.** [smith.edu/all4one2018](http://smith.edu/all4one2018) #All4One #poweredbysmithies
- For the next X days, I challenge you to join me in showing our pride for Smith College. [smith.edu/all4one2018](http://smith.edu/all4one2018) #All4One #poweredbysmithies

- Join me in giving back to Smith College in March. **All 4 One.** [smith.edu/all4one2018](https://smith.edu/all4one2018) #All4One #poweredbysmithies

*\*Remember to use your personal URL instead of the one provided above if you are signed up as an Advocate!*

Or **tweet out a video** of yourself challenging other Smithies to give during the month of March. Maximum video length is 140 seconds.



## POST A PHOTO TO INSTAGRAM

Click (or Ctrl + click) the **Thumbnail** below, and then **download (or right click) the image** to save.

Post your favorite **All 4 One** photo to Instagram. Copy and paste one of the sample captions. Or **post a video**—your video can be up to 60 seconds long. Need more time than that—create an Insta-story!



Need something to say\*? How about...

- **All 4 One!** Join me with a gift to Smith in March. [smith.edu/all4one2018](https://smith.edu/all4one2018) #All4One #poweredbysmithies
- I give to Smith because \_\_\_\_\_. [smith.edu/all4one2018](https://smith.edu/all4one2018) #All4One #poweredbysmithies
- All 4 One is not about dollars and cents. It's about us coming together to become one of the most engaged groups of alumnae donors in the U.S. #All4One #poweredbysmithies To give to Smith: [smith.edu/all4one2018](https://smith.edu/all4one2018)

*\*Remember to use your personal URL instead of the one provided above if you are signed up as an Advocate!*