

**DAY OF  
GIVING**



**1837 Minutes For Marshall**

**April 22 and 23**

**Noon to 6:37 p.m.**

*Ambassador  
Toolkit*

## **Make a Bigger Impact**

Have you Herd? Marshall's Day of Giving, 1837 Minutes For Marshall, is a two-day opportunity to create a lasting impact at Marshall University by making an online gift. Gifts go farther, thanks to matches and challenges, and these investments support the entire university — help spread the word!

## **Become an Official Day of Giving Ambassador**

As an official Ambassador, you will be the boots on the digital "ground," inspiring others to give and get excited — including alumni, students, parents and all other Marshall supporters (aka Herd Nation!). You will foster the giving spirit by sharing personal messages about your experiences and the opportunities available at Marshall and encourage others to be Ambassadors and give back on Day of Giving. Bring a little friendly competition to your fundraising efforts!



*Ready to get started?*



# Sign Up & Sign In

Sign up to become an official Ambassador [HERE](#). Even if you have been an Ambassador in the past, **you must sign up again** this year. You will then receive a confirmation email. Make sure to open that email and confirm to complete your sign-up!

Once you've officially signed up, visit [givingday.marshall.edu](http://givingday.marshall.edu), navigate to the Ambassadors tab and click Sign In on the right to log in to your Ambassador dashboard.

## Become an Ambassador!

Sign up to increase your impact!



Sign Up

OR



Continue with Facebook

## Already an Ambassador?

Sign In

Invite your friends to become one too!

# Use the Dashboard

After you sign in, you can use the Ambassador dashboard to start getting the word out to your network. From your dashboard, you can

- Choose the area you want to support
- Ensure you get credit for the donors you bring in
- Send emails
- Share on social media

## Your Ambassador Referral Link

You'll be given a custom referral link to track the donors and interactions you generate. This helps you see the impact of your outreach. This link will be shared with you in each email we send to you throughout the campaign, but you can always find it in your dashboard. You can customize your link to point to the area you're supporting and even create a custom URL using Change Short URL.

## Choosing Your Affiliations

We want to know who you're supporting so we can help you be the best Ambassador possible! Select all of the areas you'll be promoting and supporting under Your Affiliations. You can also do this when you confirm through your Ambassador sign-up email.

## Share!

Once you've selected your area of support and customized your Ambassador referral link, you're ready to share! Try sending an email or posting to social media by clicking the buttons on your dashboard.

Note: You will have to log into your email and social media accounts to share directly from the dashboard.

- 1837 Minutes For Marshall 2026
- 1837 Minutes For Marshall 2025
- Dolly Parton's Imagination Library in WV 2023
- One Day For The Herd 2023

Be sure you are viewing 1837 Minutes for Marshall 2026

## Ambassador

### 1837 Minutes For Marshall 2026

04/22/2026 12:00 PM EDT - 04/23/2026 6:37 PM EDT

Marshall traces its origin to 1837 when residents of the community of Guyandotta and the farming region nearby turned their attention to providing better educational facilities for their sons and daughters. According to tradition, they met at the home of local lawyer John Laidley, planned their school, and named it Marshall Academy in honor of a friend of Laidley's, the late Chief Justice of the United States John Marshall.

Thank you for agreeing to be an ambassador for Marshall Day of Giving. As an Ambassador, you are supporting students and building a brighter future for West Virginia. Marshall's Day of Giving starts at noon April 22 and ends at 6:37 PM on April 23, 2026. **1837 Minutes for Marshall.**

#### How you can make an impact:

- Make a gift on giving day
- Share your message and custom referral link and encourage others to participate
- Use the "share" buttons below to post on social media

#### How to use your custom referral link:

- Below is your custom referral link
- Share it with everyone you know on social media, by email or by text on April 22-23
- Include it with #MarshallUDayofGiving on all day of giving social media posts
- Track the generosity that you have inspired on your personal Ambassador Dashboard

#### Sample social media messaging

- I made my Marshall Day of Giving gift to support students. Will you join me? #MarshallUDayofGiving
- I support Marshall because [insert your reason for giving]. Show students you care by making your gift today. #MarshallUDayofGiving

Below are images and ambassador information that you can download. Click here to find more images and resources.

**THANK YOU** for your support and efforts to make 1837 Minutes for Marshall a success!

Questions? Please contact Griffin Talbott griffin.talbott@marshall.edu.

Track your impact

YOUR AMOUNT RAISED

**\$0.00**

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

|             |   |
|-------------|---|
| Facebook    | 0 |
| LinkedIn    | 0 |
| Email/Plain | 3 |
| X           | 0 |

Share on social media & send emails with your unique Ambassador link

Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.



Your unique Ambassador link

Select the destination of your Ambassador link

Here's your actual referral link to do with as you please:

https://givingday.marshall.edu/giving-day/106226?utm\_source=so

Referred Page: 1837 Minutes For Marshall 2026

Shorten & customize your Ambassador link (optional)

Change Short URL: ?

https://givingday.marshall.edu/amb/ Save

Tell us more about you

Your Affiliations: Select Affiliations Save

What is your affinity with Marshall?\*

- Alumni  Employee  Parent  Student
- Friend (none of the above)

Are you a first-generation college student or graduate?

Choose the areas you support

Save

# Make Your Gift

Make your gift using your own Ambassador link. Don't forget to share on social media after you've made your gift and tell your friends why you support Marshall!

# Show Your Marshall Pride

## Follow Marshall University on Social Media

Instagram @marshallu

Facebook @marshallu

Threads @marshallu

X (Twitter) @marshallu

## Follow The Marshall University Foundation and Alumni Association, too!

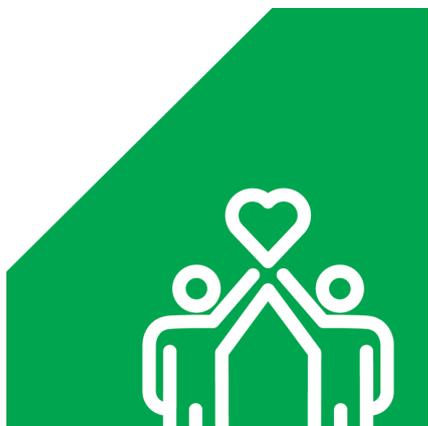
Instagram @formarshallu

Facebook @formarshallu

Threads @formarshallu

X (Twitter) @formarshallu

Bluesky @formarshallu.bsky.social



**DAY OF  
GIVING**



*Marshall Pride Social  
Media Challenge*

Post yourself, your family, pets or anything with Marshall green to your Instagram story and tag @marshallu.  
You could win an alumni swag bag!  
Deadline April 23 at 6:37 p.m. EST

# And finally...

## **Check Your Email**

We will be emailing you suggestions for easy ways to help your favorite area of Marshall succeed.

Check your email at least once a day to be sure you don't miss anything!

## **Do What Makes Sense for You**

There are countless ways to be an amazing 1837 Minutes for Marshall Ambassador. Do what makes sense for you, whether that's sharing on social media, sending emails or making phone calls!

## **Need Help?**

If you have questions or need assistance, don't hesitate to contact us!

Not interested in being an official Day of Giving Ambassador this year, but still want to spread the word? Use the free resources available to share your Herd pride via social media and email and encourage others to give on Day of Giving!



*The*  
Marshall University  
Foundation.

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