



COWBOYS *United*

{ FOR MENTAL HEALTH }

**AMBASSADOR
TOOLKIT**

The background of the entire page is a grayscale photograph of a university campus. In the foreground, a large, multi-tiered fountain is visible on the left. A wide, paved walkway leads from the fountain towards the background, where a large number of students are walking in both directions. Some students are carrying backpacks. In the background, there are several large, multi-story buildings with traditional architectural features, including a prominent tower with a lantern on top. The overall scene is bright and active, suggesting a busy day on campus.

Welcome

THANK YOU FOR BEING A PART OF COWBOYS UNITED!

Cowboys United is an online giving event that seeks to address a singular, current need at OSU each year. The event's focus will change annually, but we are putting a spotlight on mental health again this year.

As a Cowboys United for Mental Health ambassador, you'll help us spread the word about Cowboys United and ask your network to consider making a gift to support mental health services at OSU. People are most likely to make a gift when asked by someone they know, so your participation makes a huge difference!

As members of the Cowboy Family, we support each other and proactively lend a helping hand when someone is in need. The impact you help create could make a major difference in the lives of so many students.

**WHEN COWBOYS ARE UNITED, WE CAN
ACCOMPLISH GREAT THINGS!**

Step 1

SIGN UP AND SIGN IN

If you haven't done so already, sign up to be an official Ambassador at OSUgiving.com/CowboysUnited. Don't forget to confirm your email after signing up.

If you've already signed up, go to the "Ambassadors" tab on OSUgiving.com/CowboysUnited and click "Sign in here!" This will take you to your ambassador dashboard.

Become an Ambassador and Win Prizes

Sign up to increase your impact!

Sign Up

Email Required

OR



Continue with Facebook

Already an Ambassador? [Sign in here!](#)

Or invite your friends to become one too!



Step 2

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:

- Ensure you get credit for the gifts you bring in
- Send emails
- Share on social media

YOUR AMBASSADOR REFERRAL LINK

You'll be given a custom referral link to track the gifts and interactions you generate. This enables you to see the impact of your outreach. Your link can be found on your dashboard, but if you have any trouble, you can always reach out to AnnualGiving@OSUgiving.com and we'll send it to you!

SHARE!

Once you've copied your 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*

If you prefer not to use the buttons on your dashboard to share, just make sure to always copy and paste your custom ambassador referral link into every email and social media post to get credit for your hard work!

AMBASSADOR DASHBOARD

Track your impact

Ambassador

Cowboys United 2023

10/10/2023 12:00 AM CDT - 10/14/2023 11:59 PM CDT

Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral 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.

f

t

in

YOUR AMOUNT RAISED

\$0.00

YOUR DONORS (0)

TOTAL CLICKS - YOUR SOCIAL REACH

Facebook 0

LinkedIn 0

Twitter

Share on social media and send emails with your unique ambassador link

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

https://giveorange.osugiving.com/giving-day/77973?utm_source=s

Referred Page: Cowboys United 2023

Your unique ambassador link

Change Short URL: ?

<https://giveorange.osugiving.com/amb/>

Save

Shorten and customize your ambassador link

Step 3

GET THE WORD OUT

FOLLOW THE OSU FOUNDATION AND OSU ON SOCIAL MEDIA

 @OSUFoundation

 @okstate

 @OSUFoundation

 @okstate

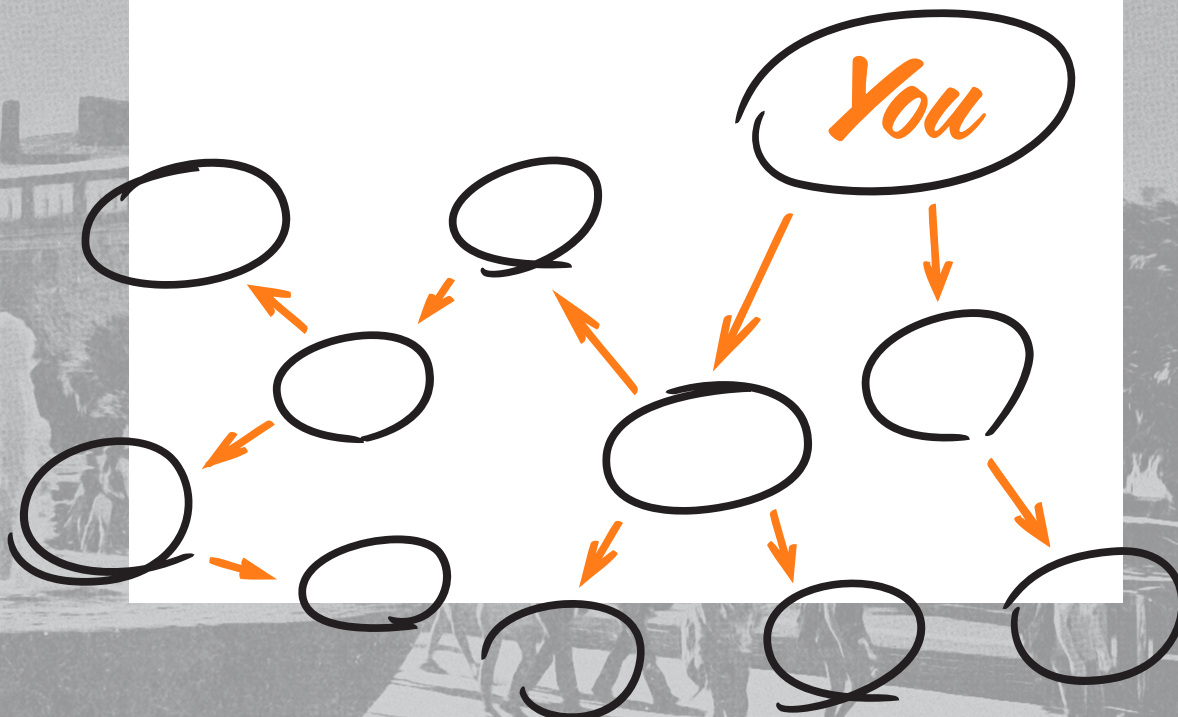
 @osufoundation

 @okstate

AMBASSADOR INCENTIVES

All Cowboys United ambassadors will have the opportunity to get branded prizes for inspiring others to give through their unique ScaleFunder link.

Three gifts will earn you a mustache shaped stress squeezie, and 10 or more gifts will earn you a Cowboys United for Mental Health t-shirt!



Step 4

MAKE AN IMPACT!

MAKE YOUR GIFT OCTOBER 10 – 14

Make your Cowboys United gift through 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 Oklahoma State University.

CHECK YOUR EMAIL

We will be emailing updates about challenges, so check your email at least once a day to make sure you don't miss anything.

DO WHAT MAKES SENSE FOR YOU

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

FOR MORE INFORMATION CONTACT

The OSU Foundation Office of Annual Giving at
AnnualGiving@OSUgiving.com or 405.385.5163

GO POKES!