



Personal Plea Video Instructions

Film a quick video, in which you tell your community why you're excited about Give Marquette Day, and why others should get involved. Keep it quick, casual, and fun! It's easy. Here's how:



Tell Your Story

- ▶ What to Include in a personal plea video:
 1. Introduce yourself
 2. Why you support Marquette on Give Marquette Day
 3. Why others should do the same
 4. (Your plea should be no more than 30 seconds in length)
 5. Make it your own! 😊



Sample Talking Points

- ▶ Today is Give Marquette Day! This 24-hour fundraising event brings the Marquette University community together to Be The Difference. Help us spread the word and unlock exciting challenges!
- ▶ For more than 100 years, donors have played a vital role in making Marquette University a world-class Catholic, Jesuit institution. Let's come together as a community on Give Marquette Day to combine our support and maximize our impact.
- ▶ When you make a gift to Marquette, you make it possible for Marquette students to receive an excellent education and a life-changing experience — for them, for their families, and for their communities.
- ▶ Gifts to any fund designation count on Give Marquette Day, so you can participate by giving to any area of the university that matters most to you, such as scholarship aid, athletics or a specific college or program.



Post Your Personal Plea Video to the Give Marquette Day Campaign

- ▶ Once the Give Marquette Day campaign is live, don't forget to post your personal plea. Here's how:
 1. Sign up for an account on GiveCampus.com or login if you already have one. Make sure Marquette University is listed as your college.
 2. Click on the Give Marquette Day 2022 campaign
 3. Click on the 'Advocates' tab
 4. Click on 'Create your personal plea' and upload your video.

Advocates who share personal plea videos on Give Marquette Day receive insider updates and have the chance to win Marquette prizes!