



## Giving Day Toolkit: Find Your People

Who will you ask? Let them know why you're excited about Giving Day! Here are some ideas to get you started:

- **Personal Network:**
  - Friends
  - Family
  - Students
  - Colleagues
  - Faculty
  - Staff
  - Acquaintances
- **Previous Donors:**
  - Individuals who have supported your cause before
- **Alumni:**
  - Graduates of your cause at SSU or another university
- **Social Media Supporters:**
  - Followers interested in related causes
- **Local Businesses and Organizations:**
  - Businesses or organizations with community ties to your cause
- **Special Interest Groups:**
  - Individuals with specific interests related to your cause
  - Members of clubs or organizations with a shared focus
  - Supporters passionate about a particular aspect of your mission