PEER-TO-PEER
Ambassador
HANDBOOK

University of Dayton
BE A PEER-TO-PEER AMBASSADOR.

YOUR ROLE
As a peer-to-peer ambassador, you will reach out to fellow Flyers of your choosing to engage in a conversation about the importance of giving back to the University. As a volunteer and a peer, you can connect with alumni in a unique way and personally inspire giving by sharing your own story.

You will join other representatives to raise awareness about the importance of giving back to UD, and your outreach will help increase the number of alumni who give and stay connected with UD.

HOW WE WILL HELP
We are committed to supporting you as a peer-to-peer ambassador by providing training, networking opportunities and institutional updates. You will be the first in your network to know about upcoming events and the latest news from the University to pass along to your friends.

WHY IT MATTERS
This new volunteer opportunity gives you the chance to continue the UD legacy. Alumni giving demonstrates belief in our mission and ensures educational opportunities — some of those same campus experiences you valued as a student — for the next generation to come.
YOUR TEAM AT UD

Meg Miller  
Peer-to-Peer Program Coordinator

Meg works alongside Joel to support you, our team of peer-to-peer volunteers! She and Joel will be your main points of contact for this experience.

Fun fact — Meg’s rescue cat, Keza, likes to play fetch.

Carlos Stewart  
Sr. Associate Director, Development, Diversity & Access Initiatives

Carlos is responsible for establishing and managing comprehensive fundraising programs that aim to effectively engage alumni, friends, and parents in supporting underrepresented students and programs at the University of Dayton. This charge includes developing funding priorities that will provide access, resources, and affordability for current and future students.

Fun fact — Carlos prides himself on being the greatest Oakland Raiders fan of all time!
Amanda Rupp ’10, ’14
Assistant Director, Reunion and Affinity Programs

Amanda works with reunion and affinity group-based volunteers to assist them in engaging with their classmates in correlation to upcoming events for their class year and/or shared interest group.

Fun fact — Amanda has been on campus (school or working) all but 1.5 years since 2006!

SUPPORTING YOUR SUCCESS

In addition to Joel, Meg, Carlos and Amanda, there is a team dedicated to making sure our volunteer ambassadors are successful.

Please note you are also supported by Advancement Relations, Annual Giving, Marketing and Communications, Donor Relations, University Events, Advancement Services, and senior leadership.
YOUR CHECKLIST

MAKE A GIFT
Lead by example and make a gift of any amount to the area of the University you are most passionate about.

PARTICIPATE IN ANNUAL SOLICITATION SPRINTS AND ONGOING ENGAGEMENT OUTREACH
Raise awareness and funds around our three solicitation sprints, and send ongoing engagement outreach to your peers sharing memories, stories, and UD news. Choose up to 25 peers to contact, and we’ll provide you with the insights and tools you need to effectively communicate by phone, text, email and social media.

SAY THANK YOU
Let your fellow Flyers know they made a difference, and it’s appreciated.

OUTREACH SCHEDULE FOR PEER AMBASSADORS

SPRINTS
- Giving Day
- Summer
- December

ONGOING ENGAGEMENT
- Throughout year
BEGINNING THE CONVERSATION

Here are a few talking points to help you begin reaching out to your Flyer peers as potential donors:

SHARE YOUR STORY
Share your personal reason for giving. Your story may inspire other alumni to make a gift. It can be short and sweet, but it will give your peers an understanding of where you’re coming from and why you’re asking for a gift. It also helps to customize your emails and phone calls to include a memory that reconnects you as Flyers.

SUPPORT A PASSION
Encourage your peers to support something they are passionate about. Ask them what part of the University matters to them and why — they need to know that gifts can be made to any area within the University. It’s also important to remind them that their gifts can help current and future students have the same opportunities they did and more.

EVERY DOLLAR MAKES A DIFFERENCE
Let your friends know that all gifts make a difference. It doesn’t matter how much a person gives — because small gifts collectively make a huge difference.

CHOOSE THE UD FUND
If your friends do not know where they want to give, suggest the University of Dayton Fund. The UD Fund can help make the broadest impact because it supports the areas of greatest need at the University — from operations that keep the Flyer experience alive to direct assistance for current and future students.

A LITTLE GRATITUDE GOES A LONG WAY
If you’re speaking to a previous donor, thank them for their gift and recognize the important role they have played in building UD’s future. If you’re speaking to someone who chooses to make a gift, show excitement and gratitude for their decision.
SUSTAINING THE DIFFERENCE

When you talk to potential contributors about the future of UD, it’s important to note that there are lots of ways to give beyond a typical donation.

SET UP FOR SUCCESS
Create a recurring gift by setting up your credit card for monthly, quarterly or annual gifts. Your gift is made over time to fit your budget.

FIND A MATCH
Many companies encourage employees, their families and retirees to make charitable contributions by matching their philanthropic support. Contact your human resources office or visit your.udayton.edu/match to find out if your employer has a matching gift program.

I PLEDGE ALLEGIANCE TO THE FLYERS
Making a three- to five-year pledge offers the opportunity to multiply the impact of your gifts and help UD better forecast its budget.

SECURE OUR FUTURE
A direct gift of stocks or securities can be an effective way to support UD and realize tax benefits. You can also include UD in your will or through other planned gifts. Learn more at your.udayton.edu/plannedgiving.

WAYS TO GIVE

ONLINE:
givenow.udayton.edu

BY PHONE:
1-888-253-2383

BY CHECK OR CREDIT CARD VIA MAIL TO:
300 College Park, Dayton, OH 45469-7056
JOIN A COMMUNITY OF GIVING

Tell your peers about our giving societies. The societies listed below recognize loyal donors and offer them access to exclusive benefits.

FRONT PORCH SOCIETY
Inspired by our neighborhood porches and the sense of community they help create, the Front Porch Society recognizes everyone who makes annual gifts to the University for three or more consecutive years. Gifts can be any amount and designated to any area of the University.

1850 SOCIETY
Membership in the 1850 Society is more than a reflection of a donor’s belief in the mission of the University of Dayton. It’s an investment in transformative education. Any individual or couple who makes annual gifts to the University of Dayton totaling $1,000 or more, including matching gifts, automatically qualifies as a member of the 1850 Society.

CHAMPIONS & SCHOLARS FUND
The Champions & Scholars Fund was created to engage and embrace the Flyer Faithful from across the country. It sustains a proud tradition — providing and enhancing opportunities for more than 400 University of Dayton student-athletes on 17 teams.

LEO MEYER SOCIETY
Leo Meyer Society members ensure the future of the University by providing the financial resources necessary to offer outstanding educational opportunities for many years to come. Membership in the Leo Meyer Society is open to alumni and friends who make a commitment to the University through their wills or other planned gifts. Members may remain anonymous, and gifts of any size are welcome.

JOHN STUART SOCIETY
The John Stuart Society was formed in 1983 to honor alumni and friends who are clearly dedicated to the mission and future of the University of Dayton through a lifetime of giving. Members of the John Stuart Society share this bold vision with cumulative giving of $100,000 or more.
EVERY GIFT MAKES A DIFFERENCE

You can support UD in many ways. Whether you decide to make an annual gift, an endowed gift or a planned gift, your generosity has a tremendous impact on the University.

GIVING COLLECTIVELY
CHANGES THE EXPERIENCE COMPLETELY

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10</td>
<td>Supplies fuel for students traveling to a mission-based service trip.</td>
</tr>
<tr>
<td>$100</td>
<td>Provides a round-trip ticket for a student-athlete to fly to a competition.</td>
</tr>
<tr>
<td>$250</td>
<td>Brings in experts to inspire students and contribute an outside perspective to the curriculum.</td>
</tr>
<tr>
<td>$1,000</td>
<td>Supplies a student with real-world experience by studying abroad.</td>
</tr>
<tr>
<td>$5,000</td>
<td>Funds a student’s 4-year renewable scholarship.</td>
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</tbody>
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MAKING THE CALL

Using this guide will help you have a familiar and easygoing conversation as you make a strong case for UD! You don’t need to follow the script verbatim. We’re just providing it for your use if you find it helpful.

In addition, our portal supplies you with your peers’ giving history and other key information that will help you discuss giving possibilities.

When making a phone call, there are three critical areas: the open, the ask and the close.

THE EASY OPEN

Introduce (or reintroduce) yourself and identify yourself as a fellow Flyer and current UD peer-to-peer ambassador.

MAKING THE ASK

Let them know you’re reaching out to ask them to consider supporting UD this year — and that giving back is important no matter how much they choose to give.

If they want to know why it’s important to give right now, be straightforward and positive:
- Talk about our alumni participation rate and how it affects the University.
- Tell them that 94 percent of students at UD receive some form of financial aid from the University.
- Let them know that alumni support is necessary as we compete with massive public institutions for students and for research funding from corporations and foundations.

GIVING THANKS

Whether or not they choose to make a gift, it’s important to thank them for their time and for being a part of the UD community.
**SAMPLE SCRIPT**

Here’s an example you can use. Feel free to alter it based on your experience.

Hi (Name), I’m calling as a peer-to-peer ambassador to connect with fellow Flyer alumni. How are you today? *(Listen and respond, but steer them back to the giving conversation when it makes sense.)*

I chose to be a peer-to-peer ambassador to engage people with UD and increase alumni participation because gifts to UD, no matter the size, make a big difference.

There are lots of reasons gifts of any size make a difference. Your gift demonstrates your belief in our mission, and it ensures educational opportunities — some of those same campus experiences you valued as a student — for the next generation to come.

I support UD because [insert your reason for giving to UD]. Would you join me in supporting UD today?

- If yes — thank them for their support and let them know they can make their gift at givenow.udayton.edu.
- If they are unsure — use the information in this handbook to bolster your case.
- If no — thank them for their time and ask them to stay in touch.

Closing

- Thank them for their time and consideration, regardless of the response.
- Remind them of other ways to engage with UD — invite them to a local event, back to campus for events, or to get involved with their local alumni community! *(Your staff liaison will be sure to keep an updated calendar of events in the portal for your reference.)*

**CLOSING THE LOOP**

After you’ve contacted a few people, let us know how things are going. We are here to help you throughout this process.
Please note you can contact a group of your assignments or a group which you “tag” such as roommates, teammates, study abroad friends, etc.

Email Preview

Subject: Fellow Flyers supporting UD

Joey,

I’m reaching out to you as a Peer-to-Peer Ambassador to connect with fellow Flyers and encourage you to join me in making a gift to UD.

Gifts to UD, no matter the size, make a big difference. Join me by making a gift today to the area of UD that you are most passionate about.

Thanks for your consideration and support.

Go Flyers!
Meg
JUST THE FACTS

During your conversation, use some of these facts and points of pride to help you make your case for UD. There is even more information available to you in the portal.

UNDERGRADUATE DIRECT COSTS FOR THE 2019-2020 ACADEMIC YEAR

Tuition: $44,100
Housing: $8,420
Meal Plan: $5,630

THE DIRECT COSTS LEAVE OUT THE BEST PART OF THE STORY — YOUR GENEROSITY

10.6% of our undergraduate students are supported by donor-funded, endowed scholarships. The average award of a donor-funded scholarship is $3,900.

ENROLLMENT — FALL 2019

Full-time and part-time undergraduate students — 8,483
Graduate and law students — 2,991

Total enrollment: 11,474

NOTABLE FACTS

15-to-1 student-faculty ratio
118K alumni worldwide
#1 university in Ohio for federally sponsored research and development in engineering
#2 Catholic university in the nation for sponsored research and development in physical STEM
POINTS OF PRIDE

TOP-TIER CATHOLIC UNIVERSITY
Founded in 1850 by the Society of Mary (the Marianists), a group of visionary leaders who knew that consistent change was necessary for constant growth, the University has grown into a top-tier Catholic university.

A RESEARCH POWERHOUSE
In fiscal year 2019, we had $166 million in research sponsorship. To top it off, the University is the No. 1 Catholic university for sponsored engineering research and development — and No. 1 in the nation for sponsored materials research and development.

INDUSTRY PARTNERSHIPS
We are pioneering partnerships with visionary companies. GE Aviation and Emerson built research facilities right on campus so our students and faculty work side-by-side with professionals to create solutions to real-world problems.

TOP ENTREPRENEURSHIP PROGRAM
Our entrepreneurship program has ranked among the top 25 in the nation for 13 straight years by The Princeton Review and Entrepreneur magazine.

AFFORDABILITY
The University invests more than $180 million in our students each year through generous financial aid awards, and approximately 98% of students receive financial assistance. The Princeton Review named UD among the top “Best Value Colleges” in 2019.

INNOVATIVE APPROACH TO TUITION
To ensure students have a successful college experience — and peace of mind regarding their degree — we created a four-year approach to tuition that’s based on total transparency. Here, students’ scholarships and grants grow each year to offset tuition increases, so the tuition they pay stays the same all four years. Students will also never be surprised when they receive their bill; there are no surcharges or fees.

TOP GRADUATE PROGRAMS
U.S. News & World Report ranked eight UD programs — in education, engineering, MPA and part-time MBA — among the top in the nation in its latest guide on “The Best Graduate Schools.”

STORIED ATHLETICS
The Flyers compete at the NCAA Division I level, and teams that have advanced to the postseason in the last decade include baseball, men’s and women’s basketball, men’s cross country, football, men’s and women’s soccer, women’s track and field (indoor and outdoor), and volleyball. Our basketball teams reached the Elite Eight in 2014 (men) and 2015 (women).
ASSIGNMENTS
The default opening screen should be a snapshot of all of your assignments.

Here you will find an overview of your assignments: who has made a gift and who has not.

Next, there is a list of all of your assignments listed alphabetically by last name, with details on whether or not each of your peer assignments has given.

GIVING STATUS
Click on a peer assignment’s name to expand their record for individual information on their giving and your outreach efforts.

If you would like biographical information, use the hyperlink “Go to full record” on the right-hand side of the name bar.

Below the information box for your peer assignment will be the area for entering notes on your assignment, and the option to unpair yourself with a peer. This area is also where we would like you to enter notes about your interactions with your assignment.
SEARCH CONSTITUENTS
You can review all of your fellow Flyers, ordered alphabetically.

Try searching for specific people with terms like names, student activities or majors to test out our search capabilities. Click the box for “Use Advanced Search.”

- Don’t know if you're spelling it correctly? Don’t worry, the search engine should find similar spelling options to show you in the results.

- Fellow Flyers who are available have a blue button in the status section which says, “Assign to me.” Clicking this button will allow this person to be added to your list. There will be a confirmation box to confirm your selection.

- You are limited to 25 assignments, and once you hit that limit, you’ll notice that all of the status icons change to “Unselectable.”

- If you would like to add more selections, please contact your UD representative to check on the status of a specific person, and to explain why you would like them added to your list (e.g., “We’ve been best friends for the last 40 years” or “They’re my next-door neighbors”).

- If you would like to have a peer assignment removed from your list, please contact your staff liaison and they will manually remove them from your list.
EMAILING YOUR ASSIGNMENTS
The email sent to your assigned peer will come from your name with a GiveCampus email address. The reply email is your email address.

Click “Send me a copy” to have the email sent to your email inbox.

Once the email is sent, it will record the conversation in the assigned peer’s note section.

RECORDING YOUR OUTREACH
When you click on the name of an assigned peer, “Outreach Tracker” appears in the top left quadrant of their record.

In order to record the interactions you’ve had with your assigned peer, you’ll need to create a note in their “full record.” Click on your assigned person’s “Go to full record” link.

In the second section, you have the ability to leave a note for your assigned peer.

Select the type of note you would like to leave, such as “I’m opting to discuss a gift conversation” and the method of communication.

Please add any details you have about the conversation in the details section. After you click “Save Note”, you should receive a green notification at the bottom of the screen.
OVERVIEW OF PEER-TO-PEER AMBASSADOR PORTAL

NOTES
You should now have a “Notes” log underneath the heading “Create a new Note,” with your latest addition. Notes will stay with your assigned peer, whether or not you remain their assigned volunteer.

Your staff liaison will receive a notification of your outreach note, and if follow-up is required, she or he will get back to you promptly!

Now go back to your full list of assignments and check out your assigned peer's record.

INTERNAL MESSAGING
You can use internal messaging to contact your staff liaison.

Select “Messages” on the left-hand side of the page and then click “Send a Message.”

Use the “To:” drop-down menu to select your staff liaison’s name.
THANK YOU!

Your efforts make a bigger difference than you can imagine. Every time you reach out to a fellow Flyer, you make a stronger connection for UD — whether or not a gift is made.

Those connections allow us to continue to grow as a community and a force for the common good in the world.

Thank you for choosing to be a UD leader!

If you have any questions, please don’t hesitate to contact a peer-to-peer coordinator.

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