



# THE NEW 1851 CHALLENGE

Thank you for becoming an advocate for  
**The Westminster College 1851 29-hour Challenge Marathon! #GiveDayWCMO**



**Make your gift** and help shape the future in the lives of our students! Make your gift online at <https://www.wcmo.edu/1851> or by scanning the QR code at the bottom.



**Become an advocate** and track your impact! Share your unique link with classmates and friends and see how many clicks, dollars and gifts your outreach generates.

**How:** Go to <https://www.wcmo.edu/1851> or scan the QR code to create a GiveCampus account or log in to your existing account. Once you are logged in, click the “become an advocate” button to retrieve your unique sharing link.



**Share the campaign.** Spread the word and share your Westminster pride!

**How:** Share what you love about Westminster College via email, text, social media and more! Use your advocate link and tag your posts with **#GiveDayWCMO**. Check out the toolkit page at [wcmo.edu/1851toolkit](http://wcmo.edu/1851toolkit) to help get you started.



**Upload a personal plea.** Create a short video to say why you’re supporting the 1851 29-hour Challenge Marathon and encourage others to join you.

**How:** Follow the instructions above to become an advocate and log in. Then, go to your advocacy dashboard and follow the instructions to upload and share your video. It doesn’t need to be fancy – just be yourself and tell your story!



**Create a matching gift or challenge.** Use your gift to incentivize fellow Blue Jays to join you in giving. You can match dollar for dollar up to an amount of your choosing or structure your challenge to be based on donor participation.

**How:** On the left side of the campaign page, use the buttons to offer either a matching gift or challenge gift.



**Questions?** We are here to help! Contact the Westminster College Advancement Team at [giving@wcmo.edu](mailto:giving@wcmo.edu) or 573.592.5319.

