



Thank you for becoming an advocate for
The Westminster College 1851 Challenge! #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.



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](https://www.wcmo.edu/1851toolkit) to help get you started.



Upload a personal plea. Create a short video to say why you’re supporting the 1851 Challenge 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 main campaign page, use the “offer a match” or “offer a challenge” buttons to set up your own match or challenge.



Questions? We are here to help! Contact the Westminster College Advancement Team at giving@wcmo.edu or 573.592.5319.

WCMO.com/1851

