

TOGETHER FOR



“TOGETHER FOR LAU” CAMPAIGN ADVOCATE TOOLKIT 2025

LAU GivingTuesday | Tuesday, December 2, 2025

INTRODUCTION: WHAT IS TOGETHER FOR LAU?

Welcome to “**Together for LAU**”, our very own version of the global movement known as **GivingTuesday**, dedicated to celebrating giving and shared purpose, taking place on December 2, 2025.

Through this campaign the LAU community in Lebanon and around the world will come together to raise funds for **9 distinct impact areas, each one vital to shaping the future of LAU students and strengthening even further the value of every LAU degree**. Whether large or small, **every gift matters**, and when we give together, we create **real impact**.

This guide will help you become an effective **advocate** for the campaign, raising awareness, inspiring others to give, and showing what it means to be part of LAU’s community.

WHAT IS A GIVINGTUESDAY ADVOCATE?

Advocates are volunteers who help spread the word about the campaign and encourage others to give. As a peer, your voice is powerful. You can help us unlock more gifts and inspire more people to participate.

As an advocate, you will:

- Choose **one of LAU’s 9 impact funds** to represent
- **Spread awareness** in your network

- Share your story and promote the campaign via **social media**, **email**, and **direct outreach**
- **Encourage others to give**, no matter the amount
- **Make a personal gift**, if you're able to
- **Create a personal plea**, a short video about why you give and why others should join you.
- Receive everything you need to succeed, including content, graphics, and templates

You are the voice that helps carry the campaign beyond LAU's official platforms. Your personal outreach will inspire new donors, re-engage alumni, and strengthen our sense of community.

CHOOSE YOUR FUND

Pick the area that's closest to your heart.

Academic Schools:

1. School of Engineering Impact Fund
2. School of Pharmacy Impact Fund
3. School of Arts & Sciences Impact Fund
4. School of Architecture and Design Impact Fund
5. Alice Ramez Chagoury School of Nursing Impact Fund
6. Gilbert and Rose-Marie Chagoury School of Medicine Impact Fund
7. Adnan Kassar School of Business Impact Fund

Other Impact Areas:

8. Graduate Studies & Research
 9. Student Life & Engagement
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WHY ADVOCATES MATTER

GivingTuesday is still a **new concept in Lebanon**, and many in our community may not be familiar with it. That's why your role as an advocate is so important.

You help us:

- **Introduce** the culture of giving to new audiences
- **Normalize giving** in small, meaningful ways
- **Show that giving is for everyone**, not just large donors
- **Strengthen the connection** between alumni, students, faculty, staff and friends of LAU

When people see someone they trust taking action, they're more likely to join in.

HOW TO GET STARTED

1. **Sign Up at:**
<https://www.givecampus.com/schools/LebaneseAmericanUniversity/together-for-lau#advocates>
*Once you sign up, you will have a **unique tracking link** via GiveCampus (optional but helpful!) to measure your impact*
2. Choose your fund and share your contact details.
3. **Create Your “Together for LAU” Plea** (optional)
Record a short video (30–60 seconds)
Share it on social media using #TogetherforLAU.
 - Why LAU matters to you
 - Which fund you’re supporting
 - Why you’re asking others to join you
4. **Start Sharing**
Use the tools provided below to begin spreading the word. The earlier you start, the bigger your impact!

You can watch this “[How To Be An Advocate](#)” video on GiveCampus.

TIPS FOR BEING A GREAT ADVOCATE

- Be authentic: explain why your fund matters to you.
 - Be strategic: start with 3–5 friends likely to give.
 - Be visible: post on Instagram, Facebook, LinkedIn, WhatsApp.
 - Be consistent: remind people before and on GivingTuesday.
 - Tag LAU in your posts → increases reach.
 - Use WhatsApp DMs → direct outreach works best in Lebanon & region.
 - **Have fun!** You’re part of a movement.
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SUGGESTED TIMELINE FOR ADVOCATES

Date	What to Do
2 weeks before (as of Nov 19)	Post a call to action on social media
1 week before (as of Nov 25)	Ask to join early
2 days before (on Nov 29)	Send a personal message or email to your close contacts
GivingTuesday (on Dec 2)	Post 2–3 times (morning, midday, evening); thank donors; share updates

QUESTIONS? NEED HELP?

We're here to support you!

Contact: **Ghandi Fala**, Senior Director of Annual Giving at ghandi.fala@lau.edu.lb

Or call: +9611786456

SAMPLE EMAIL MESSAGES

1. Announcing the Campaign (*To Send ~2 Weeks Before*)

Subject: [Comm Arts] Graduates or name of person you're addressing—Together for LAU is December 2

Body:

Dear [Name],

The LAU community around the world is uniting for GivingTuesday on December 2, 2025, in support of the university and our students through the "Together for LAU" campaign.

This year, I'm supporting the [insert School Impact Fund name] because I believe in LAU's mission and its impact on future generations.

Every gift, no matter the size, creates more opportunities for students, fosters academic excellence, and helps make LAU and our school even stronger.

I'm proud to be an advocate for this campaign, and I hope you'll join me.

Learn more: [**Insert your unique link** by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the "Advocacy Dashboard" or click on the "Advocates" tab, and 4) click on the "Copy" button, and 5) paste your link]

Best,

[Your Name]

2. Join Me (*To Send ~1 Week Before*)

Subject: Let's make a difference together for LAU students

Body:

Dear [Name],

I have already joined "Together for LAU" campaign, which is uniting the LAU community for GivingTuesday on December 2, to support [insert impact fund name].

Our gifts help build momentum and inspire others. Would you consider joining me today?

Every gift, no matter the amount, helps support deserving students and makes your LAU degree even more valuable.

Make your gift now: **[Insert your unique link]** by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link].

Thank you for helping shape LAU’s future!

Warm regards,

[Your Name]

3. Spread the Word *(To send 2 days before)*

Subject: Help me get ready for LAU’s Day of Giving

Body:

Hi [Name],

I’m helping spread the word about the “Together for LAU” campaign and raising awareness for [insert fund name].

Would you help by sharing this campaign and inviting a few friends to join at **[Insert your unique link]** by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]?

Together, our small actions can make a big difference.

Learn more: [Insert link]

4. Day-of Message *(To Send on December 2)*

Subject: Today’s the Day—Join me for Together for LAU Day

Body:

Hi [Name],

Today is GivingTuesday. Our global LAU community is coming together for the “Together for LAU” campaign to support students and programs close to our hearts.

I'm giving to [insert impact fund name] because I believe in providing LAU students with more opportunities and helping make LAU even stronger.

Together, our participation can create a lasting impact.

No matter the amount, **every gift counts**.

Give now: [**Insert your unique link** by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the "Advocacy Dashboard" or click on the "Advocates" tab, and 4) click on the "Copy" button, and 5) paste your link]

Thank you for being part of this amazing community.

[Your Name]

5. Thank You Message (To Send After Campaign)

Subject: Thank you for supporting Together for LAU

Body:

Dear [Name],
Thank you for joining me in the "Together for LAU" campaign. Whether you gave, shared, or encouraged others, you made a real difference.

Because of supporters like you, we're building a stronger future for LAU students and taking the value of an LAU degree to even greater heights.
I'm proud to be part of this community, and proud to be together.

With gratitude,
[Your Name]

SAMPLE INSTAGRAM & FACEBOOK POSTS

For these posts, you may use any of the graphics under "Photo Posts" or "Animated GIFs", and for Facebook you may also use the image under "Cover Images", all of which can be downloaded from the following page: <https://giving.lau.edu.lb/giving-tuesday/2025/spread-the-word.php>)

Post 1 – Why I Give (Pre-event)

I give to LAU because it shaped my future, and I want to make LAU even stronger and give others that same chance. I'm supporting #TogetherForLAU. Join me. Every gift matters.

[Insert your unique link by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

#LAUGivingTuesday #LAU #TogetherForLAU #GiveToGrow

Post 2 – Day-of Giving Post

Today is GivingTuesday. I just made my gift to the #TogetherForLAU for LAU campaign to support [insert impact fund name].

Join me: , [Insert your unique link by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

Let’s come together and make a lasting impact on LAU and deserving students.
#LAUGivingTuesday #EveryGiftMatters #LAUAlumni

SAMPLE INSTAGRAM STORY

For these posts, you may use any of the graphics under “Story Backgrounds” or “Badges / Graphic Assets You Can Use”, which can be downloaded from the following page:

<https://giving.lau.edu.lb/giving-tuesday/2025/spread-the-word.php>

Feel free to use these as ideas for photo or video stories!

Story Frame 1:

Text: Join me in “Together for LAU” campaign!

Link Sticker: [Insert your unique link by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

Graphic: **“Join the Movement” graphic** or branded image (can be downloaded from the following page: <https://giving.lau.edu.lb/giving-tuesday/2025/spread-the-word.php>)

Story Frame 2:

Text: “I am participating in the “Together for LAU” campaign to support [insert impact fund name] because _____”

[Please personalize with a selfie or video]

Sticker: [Insert your unique link by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

Story Frame 3:

Text: “It’s not about the amount. It’s about the impact.”

Link sticker: [Insert your unique link by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

GIF: you can use one of the following graphics

- [Together for LAU - Main Ripple](#)
- [Together for LAU - Ripple](#)
- [Together for LAU 2025](#)

SAMPLE LINKEDIN POSTS

For these posts, you may use any of the graphics under “Photo Posts” or “Animated GIFs, which can be downloaded from the following page: <https://giving.lau.edu.lb/giving-tuesday/2025/spread-the-word.php>)

Post 1 – Why I Give

LAU shaped who I am today. It gave me the tools, values, and opportunities to build my future — and now, I’m giving back to help others do the same.

I’m proud to support **#TogetherForLAU**, our global GivingTuesday campaign, because I believe in investing in students and strengthening our university’s mission.

Every gift, no matter the size, helps open doors and transform lives.

Join me: [Insert your unique link by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

#LAUGivingTuesday #TogetherForLAU #LAUAlumni #GivingTuesday
#EducationMatters #Impact #Philanthropy

Post 2 – On GivingTuesday

Today is **GivingTuesday**. I’m proud to give back to the place that gave me so much.

I just made my gift to the **#TogetherForLAU** campaign in support of [insert impact fund name].

Let’s unite as one LAU community and empower bright students and make our school stronger.

Join me: **[Insert your unique link** by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

#LAUGivingTuesday #TogetherForLAU #EveryGiftMatters #LAUAlumni #GivingBack #HigherEducation #CommunityImpact

Post 3 – Post-event / Thank You

I’m grateful to have been part of **#TogetherForLAU**, joining hundreds of alumni, students, faculty, and friends worldwide who came together to support LAU students on GivingTuesday.

Thank you to everyone who gave, shared, or inspired others. Together, we proved that generosity and community can create real change.

Proud to be part of this family.

#LAUGivingTuesday #LAUAlumni #TogetherForLAU #Gratitude #Community #Impact

SAMPLE X (TWITTER) POSTS

For these posts, you may use any of the graphics under “Photo Posts” or “Animated GIFs”, and for X you may also use the image under “Cover Images”, all of which can be downloaded from the following page: <https://giving.lau.edu.lb/giving-tuesday/2025/spread-the-word.php>)

Post 1 – Why I Give (Pre-event)

LAU shaped my future. Now I’m giving back.
Proud to support **#TogetherForLAU** this **#GivingTuesday**.
Every gift matters.

Join me: **[Insert your unique link** by: 1) signing in to GiveCampus, 2) going to the page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

#LAUGivingTuesday #LAU #LAUAlumni #GiveToGrow

Post 2 – Day-of Giving Post

Today’s the day! I just gave to **#TogetherForLAU** to support [insert fund name].
Let’s come together to empower LAU students and make a lasting impact.
Give now: **[Insert your unique link** by: 1) signing in to GiveCampus, 2) going to the

page of the Impact Fund you chose, 3) scroll down to the “Advocacy Dashboard” or click on the “Advocates” tab, and 4) click on the “Copy” button, and 5) paste your link]

#LAUGivingTuesday #EveryGiftMatters #LAUAlumni

Post 3 – Thank You Post

Proud to have joined the global #TogetherForLAU community on #GivingTuesday! Thanks to everyone who gave, shared, or inspired others.

Your generosity fuels LAU’s mission.
#LAUGivingTuesday #LAU #Impact #Gratitude

STAY CONNECTED

Follow campaign updates and highlights at
<https://www.givecampus.com/schools/LebaneseAmericanUniversity/together-for-lau>

FINAL NOTE: THANK YOU

Dear Advocate,

Your voice is powerful. When you share your story and invite others to give, you help shape the future of LAU. You’re not just promoting a fundraising campaign—you’re building a culture of giving in Lebanon and beyond.

Thank you for giving of your time, your energy, and your heart to this cause. We couldn’t do it without you.

Let’s make “Together for LAU” campaign a great success.

[SPACE FOR VISUAL ASSETS / DOWNLOADS]

- You can download visuals and graphics to use in your social media posts and other communications by [clicking here](#)

*The sample messages provided in this toolkit are meant to serve as helpful templates. We encourage you to **use your own voice**, tone, and story when sharing. Personal messages resonate more deeply, your experience with LAU is what makes your message powerful. Feel free to adapt the language and content to reflect your personality and audience.*



GIVING
TUESDAY

