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# ***Launch a Student’s Career* Resource Toolkit**

## **Highlights**

* *Launch a Student’s Career* is a fundraising campaign running **April 4-22** that will **directly benefit Villanova’s immersion programs**. Students who participate in the programs gain unparalleled access to companies and centers of industry while forging direct connections with experts in their field. These **on-site**, **real-word experiences and extensive networking opportunities help to launch careers.**
* Travel and other expenses can be cost-prohibitive for some students, but we are determined to keep financial concerns from becoming a barrier. **With donor support, Villanova can offer more scholarships** to give every student the chance to have the career-defining moments that make the immersion programs so special.
* Donor support, no matter the amount, goes further—**each gift will be matched $20, for the first 100 donors.** That means $5 becomes $25 for immersion program scholarships, so every gift truly does make a difference!
* **The most impactful way to inspire support is through personal outreach—YOUR peer-to-peer connections will help us reach our goal of 100 donors!**

## **Sample Social Media Posts**

*Facebook*

* Villanova’s “Launch a Student’s Career” campaign has taken off! 🚀 This is our chance to support the University’s immersion programs and the transformational experiences they provide to students. Join me in helping increase scholarships to ensure all students have the chance to benefit from these once-in-a-lifetime excursions! Give today: <https://www.givecampus.com/3iyjg0>.
* I supported Villanova’s “Launch a Student’s Career” campaign, which directly benefits the University’s immersion programs. Will you join me? Every gift will be matched $20 for the first 100 donors, so your impact goes even further! Give now: <https://www.givecampus.com/3iyjg0>.
* Calling all fellow Wildcats 📣 Now through April 22, we can help to “Launch a Student’s Career” by making a gift to Villanova’s immersion programs. Our support means increased student scholarships to ensure these invaluable experiences are accessible to all. Join me and give today! <https://www.givecampus.com/3iyjg0>.

*Instagram*

**Make** [**https://www.givecampus.com/3iyjg0**](https://www.givecampus.com/3iyjg0) **the link in your bio!**

* Did you know that you can fuel scholarships for Villanova students with just $5? Through the “Launch a Student’s Career” campaign, every gift is matched $20 for the first 💯 donors and directly impacts the accessibility of the University’s immersion programs. Learn more: link in bio!
* I am supporting Villanova’s “Launch a Student’s Career” campaign for student scholarships. My support gives students a once-in a-lifetime professional experience and networking opportunity through the University’s immersion programs. Will you join me in making a difference for Villanova students? Learn more: link in bio!
* Villanova needs your help to raise support for scholarships that give every deserving student the opportunity to be a part of the University’s immersion programs. These programs can “Launch a Student’s Career” through unparalleled access to companies, centers of industry and experts in their field. Check out the link in my bio to learn more and support Villanova students!

*Twitter*

* Villanova’s “Launch a Student’s Career” campaign has taken off! 🚀 This is our chance to support student scholarships for the University’s immersion programs. Join me in giving Villanova students the opportunity of a lifetime: <https://www.givecampus.com/3iyjg0>.
* Did you know you can support Villanova student scholarships with just $5? Through the “Launch a Student’s Career” campaign, every gift is matched $20 for the first 💯 donors and directly benefits the University’s immersion programs. Learn more: <https://www.givecampus.com/3iyjg0>.
* Calling all Wildcats 📣 We can help to “Launch a Student’s Career” by making a gift to Villanova’s immersion programs. Our support means increased student scholarships to ensure these experiences are accessible to all. Join me and give today! <https://www.givecampus.com/3iyjg0>

*LinkedIn*

* Villanova University is currently seeking support for their immersion programs through the “Launch a Student’s Career” campaign. These programs give students invaluable professional experiences and extensive networking opportunities, but travel and other expenses can be cost-prohibitive for some. With our support, Villanova can offer more scholarships to give every student the chance to have the career-defining moments that make the immersion programs so special. Join me in making a gift today: <https://www.givecampus.com/3iyjg0>

## **Sample Text Message**

Hi <First Name>! I wanted to tell you about an opportunity to support scholarships for Villanova’s immersion programs and their role in launching student careers. Your support today can make a direct impact on the accessibility of these once-in-a-lifetime experiences. Can I send you a link to learn more?

*(If they respond ‘Yes’, then send them the link:* [*https://www.givecampus.com/mbcjdz*](https://www.givecampus.com/mbcjdz)*)*

## **Sample Email Templates**

Hi <First Name>,

Villanova University’s immersion programs are currently seeking support for student scholarships through the “[Launch a Student’s Career](https://www.givecampus.com/bkwhep)” campaign. Students who participate in these programs gain unparalleled access to companies and centers of industry while forging direct connections with experts in their fields.

These invaluable experiences and their transformational impact can feel out of reach for some students because of travel and other costs, but as a Villanova community we can help! **With our support, Villanova can offer more scholarships** to give every student the chance to have the career-defining moments that make the immersion programs so special.

Plus, our support goes further—each gift will be matched $20, for the first 100 donors. That means **$5 becomes $25 for immersion program scholarships**, so every gift truly does make an impact! Join me in helping to ensure Villanova’s immersion programs are accessible to all students. [Make a gift today!](https://www.givecampus.com/bkwhep)

Sincerely,

<First Name>

**Questions?** Contact Nicole Duhamel at nicole.duhamel@villanova.edu.