

MAKE Your MARK
BABSON DAYS OF GIVING

ADVOCATE TOOLKIT

THANK YOU FOR BEING A MAKE YOUR MARK ADVOCATE.

It all starts with YOU!

Join the Babson community from Wednesday, October 14 to Thursday, October 15 midnight EDT for Make Your Mark. We invite alumni, parents, students, faculty, staff, and friends to come together and show the power of collective giving. Make your mark today and watch your impact multiply as you join a community of donors making a difference together.

You can participate by making a gift to any area of campus important to you and by becoming an advocate and spreading the word about this annual event to your own Babson community. It's an easy and important way to support the College.

Thanks for Making Your Mark for Babson!

Become an Advocate

Maximize Your Impact

Matches and Challenges

Follow and Tag Us on Socials

Start Sharing

Questions

BECOME AN ADVOCATE

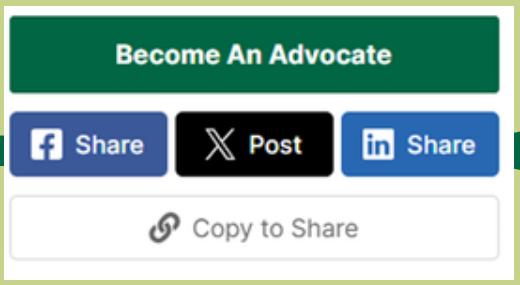
For easy sign ups, email Colleen Penkala in Alumni Engagement, cpenkala@babson.edu.

Getting started is simple, just complete these two quick steps:

STEP 1:

Log in to GiveCampus or register to create an account

New Users will receive an email from GiveCampus to confirm their registration



STEP 2:

Scroll down to the "Advocates" section at the bottom of the page.

Here you will find links to share the campaign on social media with a unique link that will track the number of clicks, gifts, and dollars you generate.

HOW TO MAXIMIZE YOUR IMPACT

TIP: Boost your impact by tagging others in your post and personally inviting them to contribute. Friends are often more inclined to give when you reach out to them directly.

MAKE YOUR GIFT

Start off strong by making a gift using your own custom advocate link. Once you are done, make a post to share that you've invested in Babson for Make Your Mark to inspire others to do the same.

USE MATCHES AND CHALLENGES

You have the option to propose your own match or challenge or explore existing matches and challenges that align with your impact area. Amplify your impact by leveraging these additional dollars.

SHARE YOUR BABSON PRIDE

Use your unique link to spread the message across all your social media channels and consider including the reason you give in your caption. Remember, you can go beyond social media and ask friends to make a gift by emailing or texting them the link, too!

CREATE A PLEA VIDEO

Record a brief video, expressing your enthusiasm for investing in Babson during Make Your Mark and encouraging others to join in. A personal video message is a powerful way to showcase your impact area and persuade friends to rally behind your cause.

MAKE YOUR MARK MATCHES & CHALLENGES

HELP US UNLOCK OVER $50,000 IN ADDITIONAL FUNDS FOR THE COLLEGE

President Spinelli Challenge

$25,000 unlocked when we reach 3,000 donors

Alumni Challenge

$20,000 unlocked when 1,250 alumni donate

Four $5,000 scholarships will be awarded to current students

Student Club & Organization Challenge

The student organizations with the most donors will unlock additional prize money:

1st Place: $2,500
2nd Place: $1,500
3rd Place: $1,000

Parent Clash of the Classes

Parents of undergraduate students will compete for the highest number of donors earning a special treat for their children's class.

FOLLOW AND TAG US ON SOCIALS

LinkedIn

@Babson College Alumni and Friends

Instagram

@babsonalumni

Facebook

@Babson College Alumni and Friends



Ready to post? Click on the photo, download, & GO!

START SHARING!

Use one of the sample captions below or gain inspiration to create your own.

FACEBOOK/LINKEDIN

Today, I'm giving back to Babson during Make Your Mark! A gift to the College plays a vital role in making Babson a place where entrepreneurial leaders thrive. Join me by making a gift by Oct. 15 and support the community. Spread the word! It all starts with YOU! [Insert Your Custom Advocate Link]

#MYM2026 #MakeYourMark2026 #BabsonAlumni

INSTAGRAM (ADD YOUR ADVOCATE LINK TO YOUR BIO)

Make Your Mark is here! Every day, Babson students, faculty, and staff are inspired and supported to go further than they ever imagined. Join us and make a gift in the next 48 hours to impact the College. It all starts with YOU. I've made my gift. I chose to support [Insert Cause]. What cause will you support? Visit babson.edu/makeyourmark to learn more or visit my link in bio to make your gift today.

#MYM2026 #MakeYourMark2026 #BabsonAlumni

More Sample Captions

- Babson made its mark on me. Oct 14 & 15, I'm making mine. Join me for #MakeYourMark2026 → [Link]

- Babson gave me [the confidence to start my company / lifelong friends / my first real mentor] — and it's still doing that for students today. This Oct. 14 & 15, I'm making my mark. Will you join me? Every gift, of any size, adds up fast when we all show up together. It all starts with YOU! 💚 [LINK] #MYM2026

- LinkedIn says we're in the top 3 colleges for the strongest alumni network. Well, let's show the world what Babson alumni support really looks like! #MakeYourMark2026 is Oct. 14 &15, and I'm giving back to the place that shaped my career. Will you join me? Link to donate in bio. #MYM2026 #BabsonAlumni

- Some of the best ROI I've ever gotten wasn't financial — it was my Babson education. This week, I'm giving back during Make Your Mark (Oct. 14 & 15) to invest in the community and help current students get the same opportunities I did. Care to join a fellow alum? Don't wait. Give now. 🔗 [Link]

SAMPLE MESSAGING

CUSTOMIZE TO MAKE THESE YOUR OWN!

TEXT MESSAGE/DIRECT MESSAGE

- Hi [Name]! Make Your Mark is here, and I'm investing in Babson. The power of our collective giving will make an impact on the future's global leaders. Will you join me? [LINK]
- Hi! Remember being on [team/club/initiative] together? For Make Your Mark, I just made my gift to [fund name] to support them and their initiatives this year. Please join me in making an impact today! [LINK]

EMAIL

Dear [Name],

This Oct. 14 & 15, Babson is hosting their annual days of giving, Make Your Mark. I'm asking you to join me in supporting the area of the College that means the most to you. We are counting on the Babson network to invest in the College and demonstrate the power of collective giving. A gift, of any size, makes a difference.

Please make an investment in our community and share Make Your Mark on your social media using #MYM2026.

Go Babo!

[Name, Class Year]

WE COULDN'T DO IT WITHOUT YOU. THANK YOU FOR YOUR SUPPORT!



QUESTIONS?

Thank you for being a Make Your Mark Advocate! Email thefundforbabson@babson.edu and we can assist you further.

EMAIL US