**SOCIAL MEDIA POSTS** (Facebook, Instagram, LinkedIn, X):

**Use these hashtags:** #NMSU #NMSUGivingTuesday #AlwaysAnAggie

**Tag us at:** @nmsualumfriends

**1. Hey Aggies! Let’s Make an Impact!**

For **NMSU Giving Tuesday**, I’m stepping up to support NMSU and our students—and I hope you’ll join me!

Every gift, big or small, fuels scholarships, programs, and opportunities that change lives. Let’s rally together and show what Aggies can do!

* Give now: [Insert unique donation link]
* Spread the word—tag fellow Aggies!
* Help shape the future of NMSU!

Let’s give back, pay it forward, and make a difference—together!

**2. Aggies, the clock is ticking!**

For **NMSU Giving Tuesday**, we have a chance to support students, strengthen programs, and invest in the future of NMSU—but we can’t do it without YOU!

* Every dollar makes a difference
* Every gift supports an Aggie dream
* Every donor helps build a stronger NMSU

Join me in making an impact—give now and let’s show our Aggie pride! [Insert unique donation link]

**SAMPLE TEXTS:**

**Text 1:**

Hey Aggies! NMSU’s **NMSU Giving Tuesday** campaign is almost here (December 2nd) and I’m supporting our people, passions, and programs—will you join me? Every gift, big or small, makes a difference! Let’s show our Aggie pride and give back today. **Donate here:** [Insert unique donation link]

**Text 2:**

Attention Aggies everywhere! I’m giving back to NMSU during **NMSU Giving Tuesday**, and I’d love for you to join me! Your support helps students, scholarships, and programs thrive. Let’s make an impact for NMSU together—**give now!** [Insert unique donation link]

**SAMPLE EMAILS:**

**1) Subject: Let’s Show Our Aggie Spirit—Join Me in Giving Back!**

Dear [Name],

**NMSU Giving Tuesday** is here, and I’m stepping up to support NMSU—will you join me? This is our chance to make a real difference for students, scholarships, and programs that keep our university thriving.

Every gift, no matter the size, helps shape the future of NMSU. Together, we can empower the next generation of Aggies and continue the legacy of excellence.

Join me in giving back today! Make your gift now: [Insert unique donation link]

Thanks for being part of the Aggie family!

Always an Aggie,  
 [Champion’s Name]

**2) Subject: Aggies, It’s Time to Give Back!**

Dear [Name],

For **24 Hours**, we have the power to make a BIG impact at NMSU! I’m giving back, and I hope you will too. Your support during **NMSU Giving Tuesday** helps students, enhances programs, and strengthens the university we love.

Let’s come together as Aggies and make a difference! Give now and show your Aggie pride: [Insert unique donation link]

Thanks for being a vital member of Aggie Nation.

Go Aggies!  
 [Champion’s Name]

**SAMPLE SELFIE VIDEO SCRIPT:**

**Aggie Champion:**  
“Hey Aggies! I’m [NAME], and I proudly support [program or college you give to] at NMSU! I give because [share your reason—for example, ‘I want to help students succeed,’ ‘NMSU changed my life,’ or ‘I believe in the power of education’]. Join me in making an impact on **NMSU Giving Tuesday (December 2nd)** Every gift helps students and shapes the future of NMSU. Let’s do this, Aggie Nation! *Go Aggies!*”