

GOLD GIVES

GOLD Gives is a giving challenge specifically for students and Graduates of the Last Decade (GOLD)! From now until May 31, Clark Trustee Roy DiNicola '90 will match gifts made by students at 5:1 and GOLD alumni at 2:1, up to \$25,000.

What has your Clark experience made possible in your life? Consider giving what you can to support the University. Many alumni choose to donate in honor of their graduation year (\$20.14). Every gift makes a difference.

Direct your gift to any area that is meaningful to YOU! The most popular funds among young alumni are the Clark Fund Scholarship, the Student Emergency Fund, Athletics, and the Library Fund, but there are many designations to choose from.

This challenge offers a rare opportunity to triple your impact for Clark—a \$25 gift becomes \$75. The two-to-one match will apply to all gifts made by alumni in the classes of 2015-2024 between now and May 31, or up to \$25,000 (up to \$250 per gift).

HOW CAN I HELP?

Become a GiveCampus advocate and share with your network!

Visit alumni.clarku.edu/goldgives and click on “Become an Advocate.” (If you have been part of a previous Clark campaign on GiveCampus, you might already be an Advocate.) From there, sign in or sign up using your e-mail or Facebook account.

Once you share GOLD Gives (on your social media pages, by e-mail, or text) you will appear on GiveCampus as an Advocate and can track how many clicks and gifts your posts, e-mails, and texts are generating in real-time!

Generate gifts to get rewarded with exclusive swag:

- 2 gifts > receive a Clark keychain
- 5 gifts > receive a Clark reusable tote
- 10 gifts > receive a printed map of Worcester with Clark's location marked
- 20 gifts > receive a Clark sweatshirt

Make a video about why you're participating!

Record a short video (20-30 seconds) to tell others about the challenge. You can share how Clark has impacted your life, what funds you chose to support and why, or your hope for the future of the University and Clark students! Upload the video to your GiveCampus Advocate page and share on social media. Don't forget to tag [@clarkalumni](https://www.instagram.com/clarkalumni)!

Play Bingo!

Download our GOLD Gives Bingo board and post on your Instagram story! Everyone who plays will receive Clark swag and be entered to win a grand prize. Don't forget to tag [@clarkalumni](https://www.instagram.com/clarkalumni).

Reach out to your community!

A personal touch always goes a long way. Contact friends and classmates to encourage participation. Feel free to use the templates provided.



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TEMPLATES

EMAIL

Visit alumni.clarku.edu/goldgives and click on the Advocates tab. Copy your unique tracking link and paste into the email template below. This allows you keep track of the clicks and gifts you generate.

Hi (Name),

Have you heard about GOLD Gives?

As a member of the **Graduates of the Last Decade (GOLD) community**, you can help light the path for future Clarkies by participating in GOLD Gives! From now until May 31, you have the opportunity to **triple** your impact!

Roy DiNicola '90, incoming Chair of Clark's Board of Trustees, and his family is matching all donations from GOLD alumni 2:1 UP TO \$25,000.

A \$10 gift becomes \$30. And you can give any amount that's meaningful to you – \$5.08 for Worcester's area code, \$18.87 for Clark's founding year, or \$20.25 in honor of this year's graduating class!

I chose to donate \$25 to the Student Emergency Fund, which became \$75—that's equivalent to 10 meal swipes for a student facing food insecurity or financial hardship!

Let's brighten Clark's future together. Will you join me in lighting the way? [Click here to give now.](#)

(Your signature / name)

TEXT

Share the challenge via text – visit the Advocates page from your mobile phone and select "Share by Text" and choose who to message.

Consider using this as the text:

GOLD Gives 2025 is happening now, have you participated yet? Light the path for future Clarkies today! Click the link to contribute!

SOCIAL

You can also share to Facebook, LinkedIn, or X via the Advocates page. Consider including a personalized message about why you're participating!

***GOLD Gives 2025 is happening now, have you participated yet?
I made a gift to the Student Emergency fund to help light the path for future Clarkies! Click the link to contribute or message me for more info!***

You can also copy your unique link to share on Instagram, TikTok, or your preferred platform!

VIDEO

Consider making a personalized video about why you're participating!

GOLD Gives is happening now and you can triple your impact! I donated to the Scholarship fund because I received financial support when I was at Clark! Now it's my turn to pay it forward. Will you join me in lighting the way for future Clarkies?