



MY TOOLKIT

HELP CURRENT AND FUTURE CADETS BY PROMOTING NMMI'S GIVING TUESDAY FOR CADET SCHOLARSHIPS



As an alum and friend of NMMI, please use this toolkit to help promote NMMI's Giving Tuesday. Giving Tuesday is a one-day event that supports the Corps of Cadets by raising funds for need and merit-based scholarships. Individuals can go to <https://alumni.nmmi.edu/givingtuesday/> or call (575) 624-8254 to pledge or donate on Tuesday, August 30th, 2022.

The most effective way of advertising is by word of mouth – please help by inviting your friends and family to participate. The information below is a guide for sharing Giving Tuesday; you can customize it in your own words. Thank you for being a part of NMMI's Giving Tuesday.

HOW TO SHARE BY TEXT (Copy and paste into your text message)

Hi John, I want to invite you to join me in making a donation for cadet scholarships for NMMI's Giving Tuesday on Tuesday, August 30th. Please give any amount you wish. Go to alumni.nmmi.edu/givingtuesday or call the (575) 624-8254 learn more and give. Thanks buddy.

HOW TO SHARE BY EMAIL (Copy and paste into your email)

Hi John, if you haven't already placed it on your calendar for Tuesday, August 30th, New Mexico Military Institute is having a Giving Tuesday fundraising activity for scholarships. I invite you to help so that others can receive an excellent NMMI education and experience. Last year, 88% of the Corps of Cadets received over \$1.2M in scholarships. Please consider a gift of any amount – together, we will make a tremendous difference. On August 30th, go to alumni.nmmi.edu/givingtuesday or call (575) 624-8254 to give. Thanks, Steve

HOW TO SHARE IN-PERSON

Hi Gwen, have you heard of NMMI's Giving Tuesday? On Tuesday, August 30th, New Mexico Military Institute is raising funds for need-based and merit-based scholarships, and I'm inviting my friends and family to help. Last year, 88% of the Corps of Cadets received over \$1.2M in scholarships. Can I text or email you the information to consider making a gift of any amount – together, we will make a tremendous difference.

Send text or email the following – Hi Gwen, here's the information I mentioned to you to donate toward cadet scholarships on Giving Tuesday. On August 30th, go to <https://alumni.nmmi.edu/givingtuesday/> or call (575) 624-8254 to give. Please let me know if you have any questions or contact the Alumni Office at (575) 624-8158. Thanks, Steve

Please contact us with any questions at (575) 624-8158. Thank you for being so supportive!

