

5TH ANNUAL 1DAY1USAFA FORGE THE FUTURE



AMBASSADOR TOOLKIT

We're making it easy for you to inspire others to make a gift on **May 13**.


Helpful hints:

- When posting on social media, use **#1Day1USAFA** to join the larger conversation.
- Add eye-catching emojis: 🇺🇸⚡️!!!📅🕒🎁🎉
- Tag us to increase visibility and overall post reach:
 - LinkedIn – @U.S. Air Force Academy Association & Foundation
 - Instagram & Threads – @AirForceGrads
 - Facebook – @AirForceGrads
 - X (Twitter) – @AirForceGrads
- When sending emails or texts, avoid mass email blasts. Instead, **personalize wherever possible** by using someone's name, referencing their connection to the Academy or mentioning something meaningful you share. Personal touches make outreach far more impactful.
- Always **include your personal giving link** in every message you send. This is how we will track ambassador progress and select a winner.
- Watch the [“Making the Ask” training video](#) to gain tips and tools for successful fundraising.

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SOCIAL MEDIA TEMPLATES — PRIOR TO MAY 13

 **Mark your calendars!** May 13 is the 5th annual #1Day1USAFA day of giving. For 24 hours, the entire USAFA community – including graduates, parents, families and more – will rally to support the Academy and the Long Blue Line.


 **Join me** in giving back and celebrating this milestone year!

[INSERT PERSONAL TRACKING LINK]

 **On May 13**, during the 5th annual #1Day1USAFA, I'm supporting **[INSERT THE FUND OR AREA YOU CARE ABOUT]**.

Will you join me in strengthening the Long Blue Line?

 Give back today: **[INSERT PERSONAL TRACKING LINK]**

 **Countdown to the 5th annual #1Day1USAFA: [XX days]!** This year, our community unites again for a day of participation, pride, and impact. Every donation – no matter the size – supports cadets and the Academy.

 Together, we can show the power of the Long Blue Line.

[INSERT PERSONAL TRACKING LINK]

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SOCIAL MEDIA TEMPLATES — ON MAY 13 1DAY1USAFA

It's **HERE!** The 5th annual #1Day1USAFA is officially underway.

✈️ Over the next 24 hours, the Long Blue Line will rally in support of our Academy and its cadets.

📺 Make your gift and track your impact in real time: **[INSERT PERSONAL TRACKING LINK]**

🎉 **TODAY is the 5th annual #1Day1USAFA!**

Every donor helps build momentum and support for cadet opportunities. Your participation, no matter the amount, strengthens the Long Blue Line.

⚡ Join me in giving back and making a difference for our Academy.

[INSERT PERSONAL TRACKING LINK]

💪 Today I'm supporting [INSERT CLUB/PROGRAM/CLASS] during the 5th annual #1Day1USAFA!

💙 Can I count on you to *make a gift today* and support the Academy we love?

[INSERT PERSONAL TRACKING LINK]

5TH ANNUAL **1DAY1USAFA** **FORGE THE FUTURE**

EMAIL TEMPLATES

Subject: Help me rally the Long Blue Line on May 13!

Hello, <NAME>:

May 13 is the **5th annual 1Day1USAFA**, the day of giving for our U.S. Air Force Academy. For 24 hours, the entire USAFA community – grads, parents, families, the Prep School, cadets and friends – comes together to support the Long Blue Line.

I'm serving as a 1Day1USAFA ambassador this year, and I'd love for you to join me by making a gift to the area you care about most. Your participation – not the amount – strengthens the Academy and supports today's cadets.

Make your gift here: **[INSERT PERSONAL TRACKING LINK]**

Thanks for helping strengthen the Long Blue Line!

Subject: Help me rally the Long Blue Line on May 13!

Hi, <NAME>:

I'm reaching out because **1Day1USAFA**, the Air Force Academy's day of giving, is happening on **May 13**, and this year marks the **5th annual** celebration.

As an ambassador, I'm spreading the word to help bring our community together – grads, parents, airmen, guardians and friends – to show our pride in the Long Blue Line. Every donation makes a difference, no matter the amount.

If USAFA made an impact on your life or the life of someone you love, I hope you'll join me in giving back today.

You can make your gift using this link: **[INSERT PERSONAL TRACKING LINK]**

Thank you for supporting our cadets and the future of the Academy.



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TEXT TEMPLATES

Hey, <NAME>! May 13 is the **5th annual 1Day1USAFA**. I'm an ambassador this year, and would love to count you as a supporter! Your gift of any amount helps the Long Blue Line.

Here's a link: **[INSERT PERSONAL TRACKING LINK]**

Hi, <NAME>! I'm helping spread the word for the **5th annual 1Day1USAFA** on May 13. Will you join me in supporting the Academy? Here's a link: **[INSERT PERSONAL TRACKING LINK]**

Thank you! ✈️

PHONE CALL/VOICEMAIL SCRIPT

Hi! I'm calling because May 13 is the 5th annual 1Day1USAFA, the Air Force Academy's day of giving. I'm serving as an ambassador this year. My role is simply to spread the word and encourage participation during this impactful day.

Most important – every gift counts, no matter the amount! It's about showing up for the Long Blue Line.

Would you be willing to make a gift to support a program you care about? I can text or email you my link to make it easy for you.

Thanks so much for supporting the Air Force Academy!

Hi! I'm reaching out because May 13 is the 5th Annual 1Day1USAFA, and I'm volunteering as an ambassador this year. I wanted to ask if you'd join me in supporting the Air Force Academy during the day of giving.

It doesn't matter how much you give. Your participation, at any level, strengthens the Long Blue Line and supports today's cadets.

Can I send you my link to help you to make your gift? I really appreciate your support.

