



## WHAT IS #COUGSGIVE?

#CougsGive is a one-day fundraising event dedicated to expanding, sharing, and celebrating the impact of donor support at Washington State University. Generous donors are the foundation of student success, and on **April 14, 2021**, the Cougar family will come together and give to the scholarships, programs, and experiences that set WSU apart.

## JOIN US THIS YEAR AS A COUGAR AMBASSADOR!

**Becoming an ambassador is easy.** Visit [cougsgive.wsu.edu](https://cougsgive.wsu.edu), create a Cougar Ambassador account using either your email or Facebook login, and then you'll receive email verification to activate your Cougar Ambassador account. That's it!



**Check out your dashboard.** Once you have verified your email, visit your personal Cougar Ambassador dashboard through [cougsgive.wsu.edu](https://cougsgive.wsu.edu). You'll be able to easily share to social media and email, as well as create a custom giving link for sharing with your fellow Cougs. Through this dashboard, you can see how many people have clicked on your posts, AND see how many gifts you have inspired through your sharing!

## WHAT IMPACT WILL YOU MAKE?

**Share your story.** Post on your social media accounts, send emails, text your closest Cougs! Share what makes WSU special, what it means to be in the Cougar family, why you give, and why others should give, too! Include your giving link in your posts so others can give with just one click.



**Challenge your fellow Cougs to increase the impact.** Recruit your family, friends, acquaintances, and fellow Cougs to register as Cougar Ambassadors at [cougsgive.wsu.edu](https://cougsgive.wsu.edu)! Join the celebration and create a lasting impact for current and future Cougs through philanthropic support.

**Every gift makes a difference during #CougsGive.** Show your Cougar pride and give to your areas of passion at [cougsgive.wsu.edu](https://cougsgive.wsu.edu) on April 14, 2021.

APRIL 14, 2021