Amplify Austin Day 2022
Sample Slack Messages for HR and CSR Managers

The following sample Slack messaging is designed to encourage employee participation in Amplify Austin Day. Please customize as you see fit and thank you for helping to make this year’s Amplify Austin Day a great success!

IMPORTANT DETAILS

Event Name: Amplify Austin Day
Event Date: March 2-3, 6pm - 6pm
Event Website: AmplifyATX.org
Event Graphics: available for download here
Event Overview: I Live Here I Give Here’s signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising $82 million dollars for the local community since 2013. During a single 24-hour period, from 6pm on March 2nd, to 6pm on March 3rd, residents across a 7-county region will come together to support more than 700 nonprofits by making a donation through the platform, AmplifyATX.org.

SLACK #1
Suggested Delivery: February 23, one week from Amplify Austin Day
This year [COMPANY NAME] is proud to be partnering with Amplify Austin Day to help raise valuable dollars for over 700 local nonprofits! Our goal is to [CHOOSE GOAL: reach ## donors OR raise $$$ dollars]. Amplify Austin Day is just one week away on March 2-3! What are the causes that mean the most to you? Reply to this thread and share what are your favorite local nonprofits or causes!

SLACK #2
Suggested Delivery: March 2 at 2:30pm
It’s almost go-time! Amplify Austin Day begins in just a couple hours! At 6pm tonight, the 10th annual Amplify Austin Day will kick-off. As a proud partner of this year’s community wide giving event, we encourage everyone to visit AmplifyATX.org to give back.

When you make your donation, select our company name from the dropdown menu at check out so that it shows up on our leaderboard! Let’s show how generous [COMPANY NAME] can be and reach our goal of [DONOR GOAL] employees giving back to our local community! [[Optional matching language: Remember, your gifts will be amplified through the matching incentive!]

Make your donation now at AmplifyATX.org!
SLACK #3
Suggested Delivery: March 3 at 9am
Amplify Austin Day is still going strong! Don’t forget to make your gift to the cause (or causes) most important to you at AmplifyATX.org. Remember to select our company name from the dropdown menu at check out so that it shows up on our leaderboard! Let’s get [DONOR GOAL] employees to give to our local nonprofit community!

SLACK #4
Suggested Delivery: March 3 at 12pm
Amplify Austin Day ends tonight at 6pm! Thank you to all who have made a gift to our community’s incredible nonprofits through AmplifyATX.org! We still need [XX number] to reach our [DONOR GOAL]! Let’s keep that generous spirit going! [Optional matching language: Remember, your gifts will be amplified through the matching incentive!]

Comment here with your words of motivation for fellow colleagues and monitor our company leaderboard at: [BUSINESS FUNDRAISER LEADERBOARD LINK]

SLACK #5
Suggested Delivery: March 3 at 4pm
Congratulations, team [COMPANY NAME]! We’re nearing the end of the Amplify Austin Day with $$$$ dollars raised for ## local nonprofits. If you haven’t yet given, there’s still time. Visit AmplifyATX.org to make a final gift.