

ACCELERATE THE PROFESSION

WLAM 2026 Ambassador Toolkit | April 13–15, 2026 | 3 Days. Double the Impact.

WELCOME, AMBASSADOR!

Thank you for stepping up to lead the charge during World Landscape Architecture Month. As a WLAM 2026 Ambassador, you are at the heart of the ASLA Fund's most ambitious 3-day giving challenge yet.

This toolkit has everything you need to share the campaign, inspire your network, and help us **Accelerate the Profession** — in just 72 hours.

The Big Idea: From April 13–15, every gift made through your personal fundraising link is **doubled** by our WLAM matching pool. Three days. Double the impact. Power the future.

YOUR CAMPAIGN GRAPHIC

Use this image across LinkedIn, Facebook, and Instagram.

[Download the standalone PNG file](#) for best quality on social media.



Preview only — download the PNG separately for social media use.

WHAT'S IN THIS TOOLKIT

- ✓ Campaign overview & key dates
- ✓ Your ambassador how-to steps
- ✓ Pre-written email template
- ✓ LinkedIn, Facebook & Instagram captions
- ✓ Impact price points
- ✓ Tips for success
- ✓ Campaign graphic preview
- ✓ Matching donor recognition

Your personal CauseMatch fundraising link will be sent to you separately upon sign-up.

HOW IT WORKS: YOUR 4 STEPS

- 1 Sign Up** — Register as an Ambassador on CauseMatch. Takes 60 seconds.
- 2 Get Your Link** — You'll receive a personal fundraising link tied to your campaign page.
- 3 Share April 13–15** — Send your email, post on LinkedIn, Facebook, or Instagram, or text a colleague. Use the templates below!
- 4 Watch It Grow** — Track your real-time progress on your personal CauseMatch dashboard.

WHAT YOUR FUNDRAISING SUPPORTS

Every dollar raised through your link goes directly to the ASLA Fund's four mission pillars:

 Career Discovery Inspiring the next generation to explore landscape architecture as a career path, opening doors before they even know the profession exists.	 Student Success Scholarships and resources that help students complete their education and enter the field.
 Professional Licensure Supporting candidates on the path to becoming licensed landscape architects.	 Climate & Biodiversity Funding research and advocacy at the intersection of design and the environment.

IMPACT PRICE POINTS

Share these with your donors so they know exactly what their gift does — and remember, every amount is **doubled** during April 13–15!

\$25	→ Becomes \$50 — Covers outreach materials for one Career Discovery event
\$50	→ Becomes \$100 — Supports one student's access to licensure prep resources
\$100	→ Becomes \$200 — Funds a scholarship contribution for a landscape architecture student
\$250	→ Becomes \$500 — Powers climate research and biodiversity advocacy efforts
\$500	→ Becomes \$1,000 — Makes a transformational investment in the future of the profession

YOUR EMAIL TEMPLATE

Personalize and send this to your colleagues, clients, and network during April 13–15:

Subject: I'm supporting the future of landscape architecture — will you join me?

Hi [Name],

This week, I'm participating in the ASLA Fund's WLAM 2026 giving challenge — **Accelerate the Profession** — and I'd love your support.

From **April 13–15**, every gift made through my personal link is **doubled** by a matching pool. That means your \$50 becomes \$100, your \$100 becomes \$200 — instantly.

Gifts support career discovery, student scholarships, professional licensure, and climate research. These are the programs that keep our profession moving forward.

It takes less than two minutes to give. Will you join me?

👉 **[YOUR PERSONAL CAUSEMATCH LINK]**

Thank you — and happy World Landscape Architecture Month!

[Your Name]

SOCIAL MEDIA CAPTIONS — LINKEDIN, FACEBOOK & INSTAGRAM

Copy, paste, and add your personal link. Post once each day April 13–15 for maximum impact. Don't forget to tag @ASLAFund and use #WLAM2026 and #ASLAFund!

Day 1 — April 13 (Launch):

Today I'm kicking off the ASLA Fund's 72-hour giving challenge for #WLAM2026! 🚀 Every gift made through my link is DOUBLED through April 15. Help me Accelerate the Profession — give in 2 minutes: [YOUR LINK] #ASLAFund #LandscapeArchitecture

Day 2 — April 14 (Momentum):

Day 2 of our 72-hour challenge! We're raising funds for the next generation of landscape architects — and every dollar is still being matched. Don't wait — the match ends tomorrow! [YOUR LINK] #WLAM2026 #ASLAFund

Day 3 — April 15 (Final Push):

Last day! 🕒 Today is your final chance to have your gift DOUBLED for the ASLA Fund. 3 days. Double the impact. Let's finish strong. [YOUR LINK] #WLAM2026 #AccelerateTheProfession

TIPS FOR SUCCESS



Plan your three touchpoints. Aim to send or post at least once each day — April 13, 14, and 15.



Make it personal. Donors respond to YOUR story. Tell them why landscape architecture matters to you.



Always include your link. Every share should include your personal CauseMatch link so gifts are tracked to your campaign.



Check your dashboard. Log in to CauseMatch anytime to see your real-time progress and celebrate milestones.



Say thank you. A quick personal thank-you to your donors goes a long way — and often inspires them to share too.



Reshare ASLA Fund posts. Follow the ASLA Fund on LinkedIn, Facebook, and Instagram and reshare our official posts with your link in the caption.

THANK YOU TO OUR MATCHING DONORS

This campaign is powered by the generous firms and organizations who committed to doubling every gift. Thank them by sharing the campaign far and wide!

**Thank You to Our
Matching Donors!**

CIVITAS

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Questions? Contact Judy Mehlman at jmelman@asla.org