



# Warriors Together

WSU Alumni Week of Service

Monday, October 19 through Saturday, October 24, 2020

# ALUMNI WEEK OF SERVICE TOOLKIT

## Your Comprehensive Communications Guide

From Monday, October 19 through Saturday, October 24, 2020, WSU alumni from across the country will unite for a week of virtual volunteer opportunities benefitting WSU, communities within Detroit and wherever Warriors call home.

Whether you are fighting hunger, saving lives through blood donations, promoting literacy, sending notes of support, or helping another cause special to you – you'll be demonstrating how powerful it is when the Warrior community comes together, even from the comfort of home.

This toolkit provides:

- [Essential information](#) about WSU Alumni Week of Service.
- A [communications timeline](#) for engaging your friends and colleagues.
- Sample text that you can copy and paste into [social media posts](#).



# ALUMNI WEEK OF SERVICE ESSENTIALS

*Reference this essential information throughout the Wayne State University Alumni Week of Service festivities.*

## **WSU Alumni Week of Service**

The first-ever Alumni Week of Service occurs Monday, October 19 through Saturday, October 24, 2020

## **WSU Alumni Week of Service Website**

[alumni.wayne.edu/service](http://alumni.wayne.edu/service)

## **WSU Alumni Week of Service Social Media Headquarters**

The Wayne State University Alumni Association (WSUAA) is your primary resource for the WSU Alumni Week of Service social media activity. We encourage you to directly copy or draw from the sample posts in this toolkit. While other Wayne State social media channels will post about WSU Alumni Week of Service, **@waynestatealum** is where everything happens. Follow us now and share!

[facebook.com/waynestatealum](https://facebook.com/waynestatealum)

[twitter.com/waynestatealum](https://twitter.com/waynestatealum)

[instagram.com/waynestatealum](https://instagram.com/waynestatealum)

## **WSU Alumni Week of Service Hashtags**

**#WarriorsTogether #WarriorsGiveBack**

Share images of the impact you are making on social media using the hashtags

**#WarriorsTogether** or **#WarriorsGiveBack**

## **Questions?**

If you have questions about the WSU Alumni Week of Service, please email us at [wsuaa@wayne.edu](mailto:wsuaa@wayne.edu) or call 313-577-2300.

# ALUMNI WEEK OF SERVICE COMMUNICATIONS TIMELINE

## Today

1. Register for a Week of Service project that you'd like to participate in.
2. Follow WSUAA on Facebook, Twitter and Instagram (@waynestatealum).
3. Use a sample pre-event social media post provided in this toolkit (or create your own) to share that you'll be participating in the Week of Service. Be sure to encourage your fellow alums to sign up as well!

## October 5

1. Post on social media to remind your followers that Week of Service is only two weeks away. Change your Facebook, Twitter and Instagram profile pictures and cover photos.
2. Share the official Week of Service event and/or post from WSUAA social media.

## October 19-24 – Week of Service

1. Share images of the impact you are making on social media; use the hashtag **#WarriorsTogether** and **#WarriorsGiveBack** for a chance to win a Visa gift card.
2. Share posts from WSUAA social media throughout the week to let people know it's not too late to participate. Be sure to tag any of your friends that are also alumni and encourage them to join.

# ALUMNI WEEK OF SERVICE RESOURCES



WEBSITE



TOOLKIT



GRAPHICS



@waynestatealum



@waynestatealum



facebook.com/waynestatealum

## Questions?

If you have questions, write to [wsuaa@wayne.edu](mailto:wsuaa@wayne.edu) or call 313-577-2300.

# ALUMNI WEEK OF SERVICE FAQ

## WHAT IS WSU ALUMNI WEEK OF SERVICE?

From Monday, October 19, through Saturday, October 24, 2020, WSU Alumni Week of Service will virtually unite alumni across the country for volunteerism to benefit our communities — in Detroit and wherever Warriors call home.

## WHERE IS THE INAUGURAL WSU ALUMNI WEEK OF SERVICE TAKING PLACE?

All WSUAA recommended project will be virtual. You may register for a recommended project or get in on the fun by virtually volunteering on your own to help an organization or cause in your community that you are passionate about — be sure to register your independent project at [alumni.wayne.edu/volunteer](https://alumni.wayne.edu/volunteer).

## WHO CAN SIGN UP FOR WSU ALUMNI WEEK OF SERVICE?

All Wayne State alumni, their friends and family are welcome to volunteer and show their Warriors Together spirit. Some projects may have restrictions — please see details about your specific project for any issues that may affect your participation.

## DO I NEED TO REGISTER IN ADVANCE?

Yes, advanced registration is required for all projects — even independent projects you do on your own. As soon as you're committed to participating at some point from October 19-24, register online at [alumni.wayne.edu/volunteer](https://alumni.wayne.edu/volunteer). If you have questions, write to [wsuaa@wayne.edu](mailto:wsuaa@wayne.edu) or call 313-577-2300.

## WHAT IS THE REGISTRATION DEADLINE?

The deadline to register for the 2020 WSU Alumni Week of Service is Saturday, October 24.

## HOW SHOULD I DRESS TO VOLUNTEER?

We encourage you to wear your favorite Wayne State gear as you engage in your project and share your participation on social media.

## HOW CAN I SHARE MY ENTHUSIASM FOR WSU ALUMNI WEEK OF SERVICE?

We encourage all alumni and volunteers to talk with their friends, family and colleagues about WSU Alumni Week of Service and utilize our social media toolkit at [alumni.wayne.edu/volunteer](http://alumni.wayne.edu/volunteer). Using social media is an effective way to capture your energy and enthusiasm ahead of time and during WSU Alumni Week of Service. Reading a comment in real time or seeing a photo of people volunteering quickly illustrates the difference WSU alumni make in their communities. Share your photos and stories on Facebook, Twitter and Instagram using the #WarriorsTogether or #WarriorsGiveBack hashtag. It's easy to help spread the word by posting on the following platforms:

- Your own Facebook page and @waynestatealum
- Your own Twitter account and @waynestatealum
- Your own Instagram account and @waynestatealum

## HOW DO I WIN A GIFT CARD FOR MY SOCIAL MEDIA POST?

One winner will be randomly selected daily beginning October 19, 2020 and ending October 24, 2020 to receive a \$50 Visa gift card. To be considered eligible to win, the participant must post a WSU Alumni Week of Service-related post on that specific day using the hashtag #WarriorsTogether or #WarriorsGiveBack and tag the corresponding WSU Alumni Association social media account:

- [Facebook](#): @waynestatealum
- [Twitter](#): @waynestatealum
- [Instagram](#): @waynestatealum

Winners will be notified via their social media platform if they have been selected. If winner does not respond to claim their gift card within 5 days, the gift card may be forfeited.

## WHAT IF I CAN'T VOLUNTEER THAT WEEK?

If you can't volunteer from October 19-24, there are still ways to get involved and share in the Warriors Together spirit of community. Please help us spread the word on social media by sharing the WSU Alumni Week of Service posts that come across your feed, or consider making a gift at [giving.wayne.edu/donate](http://giving.wayne.edu/donate) to support Wayne State student success and the programs that mean the most to you.

# ALUMNI WEEK OF SERVICE SOCIAL MEDIA

## Sample Posts

### PRE-EVENT SAMPLE

The first-ever @waynestatealum Week of Service is happening this October 19-24. Join fellow alumni in a virtual volunteer project to make an impact in Detroit and wherever Warriors call home. Sign up for a project today! #WarriorsGiveBack #WarriorsTogether [alumni.wayne.edu/service](http://alumni.wayne.edu/service)

I am volunteering with \_\_\_\_\_ for the first-ever @waynestatealum Week of Service. Will you join me in showing our #WarriorsTogether spirit? Find a project you are interested in or register your own project with an organization you feel passionate about. #WarriorsGiveBack #WarriorsTogether [alumni.wayne.edu/service](http://alumni.wayne.edu/service)

### WEEK-OF-EVENT SAMPLES

Today I volunteered with \_\_\_\_\_ for the @waynestatealum Week of Service.  
#WarriorsGiveBack #WarriorsTogether

There is still time to register and volunteer for the @waynestatealum Week of Service! Join me in an act of service and let's show the world how powerful it is when we're #WarriorsTogether .  
#WarriorsGiveBack