

Information for Deans

Thank you for your partnership with Giving Day! The intent of this document is to provide a brief overview of key dates and activities, available resources and how you can personally participate between now and September 17.

**Importance of Giving Day**

On September 17, schools and colleges will participate in our 4th annual 24-hour fundraising campaign. The purpose of the event is to increase the visibility of Wayne State, acquire and renew donors and strengthen the culture of philanthropy across campus and alumni communities. Last year we raised $620,000 in cash gifts and pledges from almost 1,000 donors.

The event is typically held in April each year, but due to COVID-19, it has been postponed to September.

**Overview of Activities**

The activities below are primarily managed and executed by the Office of Annual Giving.

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| Late July | Save the Date postcards |
| Month of August | Alumni e-news feature and Giving Day image added to school/college emails |
| 30 Days Prior | Announcement emails  |
| 3 Weeks Prior | Direct mail to specific populations |
| 2 Weeks Prior | Digital ads and regular social media posts |
| September 16 | Preview of project emails and Academica launch |
| **September 17** | 9 a.m. – challenges announced and S/C/U emails releasedNoon – Status update emails and social media posts6 p.m. – Six hours left emailCall Center – 10 a.m. to 10 p.m. |
| September 18+ | Donor acknowledgement efforts |
| Mid-October | Giving Day results shared |

**Communication to School/College Alumni and Donors**

The following table summarizes the school/college based communication touch points, also managed by the Office of Annual Giving. This communication is in addition to the multiple Giving Day messages sent to all alumni (mass communication).

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|  | **Unit Specific Population** |
| Month of August | School/college can utilize toolkits to incorporate Giving Day messaging into their emails and social media posts. |
| September 3 | Annual Giving will send school/college based emails to each school/college population (all alumni); this email will promote school/college projects and matches/challenges. |
| September 17 | Annual Giving will send school/college based emails to each school/college population (all alumni); this email will promote school/college projects and matches/challenges. |

**Key Opportunities to Leverage Giving Day**

* Work with your director/individual giving officer *and* communication officer to utilize talking points from the Giving Day toolkits for your unit emails and social media posts and hashtags.
* Leverage monthly emails and personal messages between now and September 17 to speak about the importance of Giving Day and the projects that are key to furthering your vision.
* Incorporate Giving Day messaging, even if it’s a save-the-date sentence, into all emails to school/college faculty, staff and students. Moreover, encourage faculty and staff to utilize the Giving Day email signature.
* In September, share Giving Day messaging and #GiveGreenBeGold through your personal Facebook, Instagram and LinkedIn accounts.
* On September 17, make a personal commitment to support Giving Day with a gift, which will further demonstrate the importance of philanthropy within your school/college.

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**Sources of More Information**

* **Your main contact is your director/individual giving officer**. They serve as the point person for updates to the school/college project website and have access to toolkits, talking points and additional updates on how the campaign is progressing.
* Additional contacts:
	+ Emails, populations and reporting
		- Jeanine Simnick, Director of Annual Giving, jsimnick@wayne.edu
	+ School/college project website and Ambassador communication
		- Courtney Durham, Annual Giving Officer, courtney.durham@wayne.edu
	+ Acknowledgement/gratitude activities
		- Leslie Carmona, Director, Donor Relations, leslie.carmona@wayne.edu
	+ Unit email promotions
		- Annessa (Carlisle) Morley, Director, Strategic Alumni Initiatives, annessa.morley@wayne.edu

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