



WAYNE STATE
UNIVERSITY

GIVING DAY



9.17.20

GIVE GREEN

Be Gold

Communications Toolkit

GIVING DAY TOOLKIT



CONTENTS

Giving Day Essentials

Timeline

Resources

Graphics

Logo

FAQ

Social Media

Hashtags and best practices

Posting schedule

Sample posts (Facebook, Twitter, Instagram, Email)

GIVING DAY ESSENTIALS



Reference this essential information throughout the Giving Day campaign.

Giving Day 2020

Giving Day takes place Thursday, September 17, from midnight to midnight. This is Wayne State's fourth annual Giving Day and the goal is 900 donors.

Giving Day Website

givingday.wayne.edu

Giving Day Social Media Headquarters

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

facebook.com/waynestatealum

twitter.com/waynestatealum

instagram.com/waynestatealum

Giving Day Hashtags

#GiveGreenBeGold #WSUGivingDay

If you're personalizing your messages, be sure to include the #GiveGreenBeGold and #WSUGivingDay hashtags.

Questions?

If you have questions about Giving Day, please contact Courtney Durham, Annual Giving Officer, at 313-577-0486 or givingday@wayne.edu.

GIVING DAY COMMUNICATIONS TIMELINE

Aug 6

Save the Date in monthly Alumni e-news
 *Share teaser video with your network*

Sept 3

Social media presence increases
 *Share our post or create your own reminder (two weeks away)*

Sept 16

Email promos
Noon - International launch email
8 p.m. - launch email
 *Post/share reminder messages through network*

Sept 17

9 a.m. - Challenges announced, S/C/U emails released
Noon - Status update email
6 p.m. - Six hours left email
 *Post/share updates and call-to-actions on social media; use the #GiveGreenBeGold and #WSUGivingDay hashtags*

Sept 18

Follow-up through emails and social media
 *Be sure to thank your followers for participating*

GIVING DAY *RESOURCES*



WEBSITE



TOOLKIT



GRAPHICS



@waynestatealum



@waynestatealum



facebook.com/waynestatealum

Contacts

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GIVING DAY

FAQ



WHY DOES WAYNE STATE HOST GIVING DAY?

Giving Day is a way to engage alumni, faculty, staff, students and friends through an annual philanthropy event on September 17. This one-day endeavor creates an opportunity to tell a range of Wayne State stories in a way that inspires new donors and re-engages current ones. This event provides a unique opportunity for continued cultivation of prospects in a strategic, engaging way.

WHAT IS THE DIFFERENCE BETWEEN GIVING DAY AND GIVING TUESDAY?

Giving Tuesday is a global day of generosity that occurs each year following Thanksgiving. Wayne State participates in Giving Tuesday to offer alumni, faculty, staff and students the opportunity to strengthen their connection to the causes that matter most to them as they make philanthropic choices throughout the day. Giving Day, on the other hand, is specific to Wayne State University — a day when we reach out to Warriors and ask them to Give Green, Be Gold.

WHO BENEFITS FROM GIVING DAY DONATIONS?

Every school, college and unit has the opportunity to benefit from this campus-wide event by highlighting their funding priorities and capitalizing on achievements.

HOW CAN MY SCHOOL, COLLEGE OR UNIT PARTICIPATE?

Nationwide, the universities with most successful Giving Day events enjoy full participation across campus to maximize donor connection opportunities. The process is straightforward:

1. MGOs and S/C/U leadership identify one or more projects (see next page) to support.
2. ADROs or S/C/U marketing work with Alumni Relations to establish a project home on our online giving platform, givingday.wayne.edu.
3. MGOs work with prospects to create matches (see next page).
4. S/C/U marketing changes social media headers and profile pictures to reflect Giving Day branding (can be specific to S/C/U or general).
5. ADROs and S/C/U marketing work with Alumni Relations to publicize Giving Day ahead of April 23, focusing on your specific projects.
6. On Giving Day, S/C/Us host social media challenges to increase participation, as well as publicize campus-wide events and social media challenges initiated by Alumni Relations.
7. Thank donors for their enthusiastic participation.

WHAT IS A PROJECT?

A project is the focus of each S/C/U's fundraising efforts — it can be a program, an event, a scholarship or an altruistic cause. Each project will be given a dedicated digital home on the Giving Day website with a custom URL, such as givingday.wayne.edu/UpwardBound.

WHAT IS A MATCH?

A potential donor is identified and solicited by a gift officer with the help of a Giving Day Match Proposal, created in collaboration with Annual Giving. The mutually agreed upon amount of funds given by the donor will be used to incentivize others to give to a specific projects. Matches leverage the generosity of one donor to encourage others to follow suit. Members of an alumni council or BOV could be asked to pool their giving to create a match. Matches can be positioned in many ways. Here are some past examples:

Donors for Dollars: *As more people give to a project, more funds are funneled back to that cause.*

- The Alumni Association committed to giving \$1,500 to the first school, college or unit to reach 150 gifts.
- Members of the Alumni Association Board of Directors collectively contributed \$1,000 to inspire 50 gifts toward any school or college scholarship fund.
- College of Nursing's Dean Clabo committed to \$5,000 to inspire alumni and friends to support any area of nursing with at least 50 gifts.

Dollar for Dollar: *Every dollar given is matched by another donor's larger donation.*

- The Organization of Black Alumni Planning Committee challenged the Wayne State community to raise \$2,500 to support the Office of Multicultural Student Engagement. Once \$2,500 was raised, an additional \$1,000 was unlocked to support OMSE programs.
- A gift of \$5,000 was made by an anonymous donor to the College of Liberal Arts and Sciences. All gifts up to \$5,000 were matched.

WHAT IS A SOCIAL MEDIA CHALLENGE?

Publicized on the day of the event, these short-term games, dares or engagement challenges build excitement and increase participation. WSU gear prizes and bonus gifts made to the project of the winner's choice will be used as incentives. For example:

- Share a photo of your future Warrior decked out in WSU gear! The winner will get \$50 donated to the Giving Day project of his or her choice. (Pets count, too, of course!) #GiveGreenBeGold
- Post a pic showing off your favorite spot on campus to win \$50 for the Giving Day project of your choice. #InspireFromWithin #GiveGreenBeGold

WHO DO I CONTACT WITH QUESTIONS?

Write to givingday@wayne.edu and we'll get back to you with answers.

GIVING DAY SOCIAL MEDIA



Hashtags and best practices

The main hashtag is **#GiveGreenBeGold**. The secondary hashtags are **#WSUGivingDay** and **#WarriorStrong**.

- Please use **#GiveGreenBeGold** in all social media posts related to Giving Day.
- Hashtags allow people to search for related contact and connect with others, and they allow the team to pull related posts for reporting.
- Don't put spaces within the hashtags.
- Capitalize the hashtags as shown above.
- When posting to Instagram, change the link in your profile to direct users to the Giving Day project you would like to promote and add ****Link in bio**** to the posts.

Posting Schedule

Follow Wayne State University Alumni Association (WSUAA) on Facebook, Twitter and Instagram (**@waynestatealum**) and the main WSU page on Instagram (**@waynestate**).

September 3

1. Announce that Giving Day is happening on September 17. You can use the sample pre-event social media posts provided in this toolkit, create your own social media post using the sample posts as a guide, or share the WSUAA's posts from their Facebook and Twitter accounts.
2. Email your friends and networks using the sample email messages we've provided as a guide. Ask them to join you in making a gift on WSU Giving Day.

September 9

1. Download the social media Giving Day images at alumni.wayne.edu/givingdaytoolkit, and change your Facebook, Twitter, and Instagram profile pictures and your cover photos.
2. Using the pre-event post samples as a guide, make a post letting your followers know about Giving Day on September 17.
3. Share the official Giving Day event from WSUAA social media (**@waynestatealum**).

GIVING DAY SOCIAL MEDIA



Twitter: Sample Tweets

PRE-EVENT SAMPLE

Wayne State Giving Day is September 17. Together, we can make a difference. Can we count you in? givingday.wayne.edu #GiveGreenBeGold

DAY-OF-EVENT SAMPLES

Today is #WSUGivingDay! Wayne State students, and employees who need your support. Infinite impact. Together, we can #GiveGreenBeGold at givingday.wayne.edu

My support on Wayne State Giving Day shows what being a Warrior means to me. Join me and #GiveGreenBeGold at givingday.wayne.edu

My time at @waynestateuniversity changed my life. On Wayne State Giving Day, I can help to change someone else's life. Will you join me? #GiveGreenBeGold at givingday.wayne.edu

Make your gift on #WSUGivingDay and support what you love most about @waynestateuniversity! givingday.wayne.edu #GiveGreenBeGold

I made a gift at givingday.wayne.edu on Wayne State Giving Day. Did you? Together we can make a huge difference. Can we count you in? #GiveGreenBeGold

It's possible to make a difference in just one day. Join me in making a gift on Wayne State Giving Day at givingday.wayne.edu #GiveGreenBeGold

24 hours. One challenge. Together, we can make a difference on Wayne State Giving Day. Make your gift today at givingday.wayne.edu #GiveGreenBeGold #WSUGivingDay

POST-EVENT SAMPLE

Thank you to everyone who made Wayne State Giving Day a success. We proved that together we can #GiveGreenBeGold and make a great impact! givingday.wayne.edu

GIVING DAY SOCIAL MEDIA



Facebook: Sample Posts

PRE-EVENT SAMPLE

On September 17, members of the Wayne State community will join together on Giving Day for an extraordinary giving campaign. Together – in just one day – we can make a huge impact for Wayne State students and programs and reach our #WSUGivingDay goal of 900 donors! Mark your calendar for September 17 to #GiveGreenBeGold and make your gift at givingday.wayne.edu.

DAY-OF-EVENT SAMPLES

I gave to _____. Will you join me in supporting the students, faculty and staff that rely on your generosity? #GiveGreenBeGold and support #WSUGivingDay at givingday.wayne.edu.

I just made my gift on #WSUGivingDay. Wayne State is special to me because _____. And I want current students to have the same experience. Support what you love most about Wayne State by making your gift on Giving Day at givingday.wayne.edu. #GiveGreenBeGold

Show your Warrior Pride today on #WSUGivingDay and help to change someone's life. I made my gift at givingday.wayne.edu. Together, in only 24 hours, we can make a big impact. Will you join me? #GiveGreenBeGold

POST-EVENT SAMPLE

Thank you to everyone who made Wayne State Giving Day a success! Your generosity provided valuable support for so many Wayne State people and programs.

GIVING DAY SOCIAL MEDIA



Instagram: Post idea

Post a selfie on Instagram — if you pose with Wayne State gear and swag, all the better! Use the campaign’s official hashtags — #GiveGreenBeGold and #WSUGivingDay — and encourage others to support Wayne State Giving Day at givingday.wayne.edu (and to spread the word).

LinkedIn: Sample Updates

PRE-EVENT SAMPLE

On September 17, join me in supporting the WSU students, research, programs and community that rely on external support every day. #GiveGreenBeGold and make your gift at givingday.wayne.edu.

DAY-OF-EVENT SAMPLES

I just made my gift on Wayne State Giving Day! WSU is special to me because _____, and I want to help current students have the same experience. Join me, and make your gift today at givingday.wayne.edu. #WSUGivingDay #GiveGreenBeGold

GIVING DAY SAMPLE EMAILS



September 3

Subject Line: **WSU Giving Day: Together, we can!**

Dear _____:

On September 17, the WSU community will come together on Giving Day for an extraordinary event that impacts Wayne State. The goal is simple: To inspire people to demonstrate their Warrior pride and provide essential funding for students and critical programs.

I am asking you to help by marking your calendar and making a gift at givingday.wayne.edu on September 17.

Together, we can reach our goal of 900 donors and make an impact that will be felt by the students Wayne State educates, the communities Wayne State serves — and the faculty and staff members that dedicate their careers to improving Detroit. Can we count you in?

September 17

Subject Line: **Today is Wayne State Giving Day**

Dear _____:

Today is Wayne State Giving Day! Please join me and so many others—*today* — in supporting WSU students, faculty and staff. Visit givingday.wayne.edu and make a gift that's meaningful to you. And join in the social media conversation throughout the day!

Wayne State played an important role in my life and continues to do so for thousands of students every year. Together, we can make an impact that will be felt for years to come.

Thank you for joining me in this important and annual effort!

GIVING DAY *SAMPLE EMAILS*



September 18

Subject Line: Thank You!

Dear _____:

Thank you for supporting Wayne State Giving Day. We said, "Together, we can," and together, we did! Please visit givingday.wayne.edu to see for yourself how gifts of all sizes provided valuable dollars for so many critical and meaningful programs.

The success of this annual endeavor would not have been possible without your support.