



GIVING DAY



4.23.20

**GIVE GREEN**

*Be Gold*

# GIVING DAY AMBASSADOR TOOLKIT



## Your Comprehensive Communications Guide

Giving Day is a 24-hour challenge to increase giving and engagement throughout the Wayne State University community. Volunteers like you, who give and encourage others to do the same, are critical to the success of Giving Day. With your involvement as a Giving Day Ambassador — inspiring other loyal and caring alumni, families, employees and friends — we know we can reach our Giving Day goal of 1,200 donors. Thank you for supporting Wayne State’s mission and our students, faculty and programs.

This toolkit provides:

- [Essential information](#) about Giving Day.
- A [communications timeline](#) for engaging your friends and colleagues.
- Sample text that you can copy and paste into [social media posts and email messages](#).



# GIVING DAY ESSENTIALS



*Reference this essential information throughout the Giving Day campaign.*

## **Giving Day 2020**

Giving Day takes place Tuesday, April 23, from midnight to midnight. This is Wayne State's fourth annual Giving Day and the goal is 1,200 donors.

## **Giving Day Website**

[givingday.wayne.edu](http://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. While other Wayne State social media channels will post about Giving Day, [@waynestatealum](https://twitter.com/waynestatealum) is where everything happens. Follow us now!

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

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

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

## **Giving Day Hashtags**

**#GiveGreenBeGold #WSUGivingDay**

We encourage you to directly copy or draw from the sample posts and emails in this toolkit. 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](mailto:givingday@wayne.edu).

# GIVING DAY

# COMMUNICATIONS

# TIMELINE

## Today

1. Familiarize yourself with the communication timeline and the social media sample posts.
2. Follow WSUAA on Facebook, Twitter and Instagram (@waynestatealum).

## April 2

1. Announce that Giving Day is happening on April 23. 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 April 2 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.

## April 18

1. Download the social media Giving Day images at [alumni.wayne.edu/givingdaytoolkit](https://alumni.wayne.edu/givingdaytoolkit), and change your Facebook, Twitter, and Instagram profile pictures and cover photos.
2. Using the pre-event post samples as a guide, make a post letting your followers know about Giving Day on April 23.
3. Share the official Giving Day event from WSUAA social media (@waynestatealum).

## April 23: Giving Day

1. Make your gift at [givingday.wayne.edu](https://givingday.wayne.edu). If you've already made a gift this year, thank you! By making an additional gift of any size on April 23, you can help us secure essential funding for what you love most about Wayne State.
2. Post on social media throughout the day, using the #GiveGreenBeGold and #WSUGivingDay hashtags and our sample day-of-event social media posts as a guide. For example, you can copy and paste from our samples, or you can post your own WSU giving story on Facebook, post a selfie on Instagram using #GiveGreenBeGold, etc. Don't forget to share social media posts from @waynestatealum social media accounts.
3. Tag your friends, and encourage them to make a gift on Giving Day. If you know someone who made a gift on Giving Day, you can thank them on social media.

## April 24

If you haven't thanked your followers for participating, don't wait! You can use the post-event social media samples verbatim or as guides. We couldn't have done it without them!

# GIVING DAY SOCIAL MEDIA



## Twitter: Sample Tweets

### PRE-EVENT SAMPLE

Wayne State Giving Day is April 23. Together, we can make a difference –in only 24 hours. Can we count you in? [givingday.wayne.edu](http://givingday.wayne.edu) #GiveGreenBeGold

### DAY-OF-EVENT SAMPLES

Today is #WSUGivingDay! Wayne State students, programs, and research that need your support. Infinite impact. Together, we can #GiveGreenBeGold at [givingday.wayne.edu](http://givingday.wayne.edu)

Help Wayne State reach 1,200 donors on #WSUGivingDay. Make your gift at [givingday.wayne.edu](http://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](http://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](http://givingday.wayne.edu)

Make your gift on #WSUGivingDay and support what you love most about @waynestateuniversity! [givingday.wayne.edu](http://givingday.wayne.edu) #GiveGreenBeGold

I made a gift at [givingday.wayne.edu](http://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](http://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](http://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](http://givingday.wayne.edu)

# GIVING DAY SOCIAL MEDIA



## Facebook: Sample Posts

### PRE-EVENT SAMPLE

On April 23, members of the Wayne State community will join together on Giving Day for an extraordinary 24-hour giving campaign. Together – in just one day – we can make a huge impact for Wayne State students and programs that will be felt for years to come. Show your Warrior pride, and help us reach the #WSUGivingDay \$750,000 goal! Mark your calendar for April 23 to #GiveGreenBeGold and make your gift at [givingday.wayne.edu](http://givingday.wayne.edu).

### DAY-OF-EVENT SAMPLES

It feels good to help Wayne State meet its goal of raising \$750,000 for Giving Day today! Will you join me in supporting the students, faculty and staff that rely on your generosity? #GiveGreenBeGold and support #WSUGivingDay at [givingday.wayne.edu](http://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](http://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](http://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](http://givingday.wayne.edu) (and to spread the word).

## LinkedIn: Sample Updates

### PRE-EVENT SAMPLE

I'm helping Wayne State reach its goal of 1,200 donors for #WSUGivingDay on April 23. Will you 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](http://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](http://givingday.wayne.edu). #WSUGivingDay #GiveGreenBeGold

# GIVING DAY

## SAMPLE EMAILS



### April 2

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

Dear \_\_\_\_\_:

On April 23, the WSU community will come together on Giving Day for an extraordinary 24 hours of supporting 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](http://givingday.wayne.edu) on April 23.**

Together, we can reach our goal of 1,200 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?

### April 23

**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](http://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 historic effort!



# GIVING DAY *SAMPLE EMAILS*



**April 24**

**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](http://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 historic endeavor would not have been possible without your support.