



GIVING DAY



4.23.20

**GIVE GREEN**

*Be Gold*

# GIVING DAY TOOLKIT



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# 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** is where everything happens. Follow us now!

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

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

*[instagram.com/waynestatealum](https://www.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

**April 2**

Alumni newsletter Save the Date, teaser video released

**April 22**

Email and Academica promo

Noon - International launch email

6:30 p.m. - launch at Detroit Presidential Reception

8 p.m. - launch email

**April 23**

9 a.m. - Challenges announced, S/C/U emails released

Noon - Status update email

6 p.m. - Six hours left email

**April 24**

Follow-up through emails and social media

# GIVING DAY *RESOURCES*



WEBSITE



TOOLKIT



GRAPHICS



@waynestatealum



@waynestatealum



facebook.com/waynestatealum

## Contacts

Courtney Durham  
[GivingDay@wayne.edu](mailto:GivingDay@wayne.edu)

Jeanine Simnick  
[jsimnick@wayne.edu](mailto:jsimnick@wayne.edu)

# GIVING DAY

## FAQ



### WHY DOES WAYNE STATE HOST GIVING DAY?

Giving Day is a way to engage alumni, faculty, staff, students and friends through a 24-hour philanthropy event on April 23. 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 with current ones. This 24-hour 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?

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 below) 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](http://givingday.wayne.edu).
3. MGOs work with prospects to create matches (see reverse).
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](http://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 project through tailored messaging. Matches leverage the generosity of one donor to encourage others to follow suit. If a donor agrees to provide a match gift, they agree to make that gift regardless of the other giving the match inspires. 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:

**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 would be 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 would be 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 their 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](mailto: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 content and connect with others, and they allow the team to pull related posts for reporting.
- Don't push 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**).

### 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 your 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**).



# 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, patients and employees who need your support. Infinite impact. Together, we can #GiveGreenBeGold 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.