



WAYNE STATE
UNIVERSITY

GIVING DAY



4.8.21

GIVE GREEN

Be Gold

Ambassador Toolkit

GIVING DAY AMBASSADOR TOOLKIT



Your Comprehensive Communications Guide

Giving Day is a time for the Wayne State University community to come together to support and celebrate our university. 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 1,300 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 2021

Giving Day takes place Thursday, April 8, from midnight to midnight. This is Wayne State's fifth annual Giving Day, and the goal is 1,300 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 Hashtag

#GiveGreenBeGold

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

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

Today

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

March 25

1. Announce that Giving Day is happening on April 8. 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.

April 1

1. Download the social media Giving Day images at 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 8.
3. Share the official Giving Day event from WSUAA social media (@waynestatealum).

April 8: Giving Day

1. Make your gift at givingday.wayne.edu. If you've already made a gift this year, thank you! By making an additional gift of any size on April 8, 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 hashtag 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 9

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 8. For 24 hours, we come together to shape Wayne State's future. Can we count you in? givingday.wayne.edu #GiveGreenBeGold

DAY-OF-EVENT SAMPLES

Today is Wayne State Giving Day! All gifts, large and small, fuel how Detroit's university can create the better world we're reimagining. #GiveGreenBeGold at givingday.wayne.edu

We act. We connect. We invent. We inspire. We heal. We improve lives. And on Wayne State Giving Day, we give. Make your gift at givingday.wayne.edu #GiveGreenBeGold

I support Wayne State on Giving Day because when we GIVE GREEN, Wayne State's impact will BE GOLD. Join me and #GiveGreenBeGold at givingday.wayne.edu

My time at @waynestateuniversity changed my life. On Giving Day, I GIVE GREEN to ensure someone else's life will BE GOLD. Will you join me? #GiveGreenBeGold at givingday.wayne.edu

Make your gift on Wayne State Giving Day 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 come together to shape Wayne State's future. #GiveGreenBeGold

It's possible to make a difference in just one day. All gifts, large and small, fuel how Detroit's university can respond to what we face now. Join me in reshaping a better future on Wayne State Giving Day at givingday.wayne.edu #GiveGreenBeGold

POST-EVENT SAMPLE

Thank you to everyone who made Wayne State Giving Day 2021 a success. Together, we proved we can GIVE GREEN to ensure Wayne State's future will BE GOLD. #GiveGreenBeGold

GIVING DAY SOCIAL MEDIA



Facebook: Sample Posts

PRE-EVENT SAMPLE

Wayne State Giving Day is April 8. When we GIVE GREEN, Wayne State's impact on students, faculty and research will BE GOLD. Can we count you to help us reach our goal in 24 hours?
givingday.wayne.edu #GiveGreenBeGold

Wayne State Giving Day is April 8. In only 24 hours, we come together to shape Wayne State's future. Can we count you in? givingday.wayne.edu #GiveGreenBeGold

DAY-OF-EVENT SAMPLES

Today is Wayne State Giving Day! Today, we come together to shape Wayne State's future. All gifts, large and small, fuel how Detroit's university can respond to what we face now — and how we can create the better world we're reimagining. #GiveGreenBeGold at givingday.wayne.edu

Warrior "W" selfie: *[Post this with a video or image of yourself making the hand "W".]*
There's no "we" without the "W." We act. We connect. We invent. We inspire. We heal. We improve lives. And we give. On Giving Day 2021, you can support your Wayne State community [or Wayne State research efforts/students/etc.] with your gift [to specific area]. Together, we are Warrior Strong. #GiveGreenBeGold

Help Wayne State reach our goal on Giving Day 2021! When we GIVE GREEN, Wayne State's impact will BE GOLD. Join me and #GiveGreenBeGold at givingday.wayne.edu

We act. We connect. We invent. We inspire. We heal. We improve lives. And we give. Make your gift at givingday.wayne.edu #GiveGreenBeGold

I made a gift at givingday.wayne.edu on Wayne State Giving Day. Did you? Together, we can come together to shape Wayne State's future. #GiveGreenBeGold

It's possible to make a difference in just one day. All gifts, large and small, fuel how Detroit's university can respond to what we face now. Join me in reshaping a better future on Wayne State Giving Day at givingday.wayne.edu #GiveGreenBeGold

GIVING DAY SOCIAL MEDIA



Facebook: Sample Posts

POST-EVENT SAMPLE

Thank you for making Wayne State Giving Day 2021 a success. We proved that when we GIVE GREEN, Wayne State's future will BE GOLD. See the impact you made at givingday.wayne.edu #GiveGreenBeGold

Instagram: Post Idea

Warrior "W" selfie: *[Post this with a video or image of yourself making the hand "W".]*
There's no "we" without the "W." We act. We connect. We invent. We inspire. We heal. We improve lives. And we give. On Giving Day 2021, you can support your Wayne State community [or Wayne State research efforts/students/etc.] with your gift [to specific area]. Together, we are Warrior Strong. #GiveGreenBeGold

GIVING DAY SAMPLE EMAILS



March 25

Subject Line: Wayne State Giving Day is April 8: Give Green! Be Gold!

Dear _____:

**Wayne State Giving Day
April 8, 2021**

GIVE GREEN. BE GOLD.

On Giving Day 2021, we come together to shape Wayne State's future. All gifts, large and small, fuel how Detroit's university can respond to what we face now — and how we can create the better world we're reimagining.

Wayne State has always been on the front lines for our communities. We show our resilience, passion and ingenuity in the most challenging times.

We act. We connect. We invent. We inspire. We heal. We improve lives. And we give.

On Giving Day 2021, we show our support for amazing students, brilliant faculty, groundbreaking research and critical urban programs. Wayne State moves Detroit forward. And Warrior generosity makes our impact stronger.

On Giving Day 2021, we ask you help us reach our goal and to join us in supporting opportunities that are truly life-changing. To GIVE GREEN. And to BE GOLD.

#GiveGreenBeGold

GIVING DAY SAMPLE EMAILS



April 8

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 Wayne State patients, families, 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!

On Giving Day 2021, we ask you help us reach our goal. When you GIVE GREEN, Wayne State's future will BE GOLD.

#GiveGreenBeGold

April 9

Subject Line: Thank You!

Dear _____:

Thank you for making Wayne State Giving Day 2021 a success. We proved that when we GIVE GREEN, Wayne State's future will BE GOLD. Please visit givingday.wayne.edu to see for yourself how gifts of all sizes provided valuable dollars for so many critical and meaningful programs.
#GiveGreenBeGold

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