



WAYNE STATE
UNIVERSITY

GIVING DAY



4.8.21

GIVE GREEN

Be Gold

Communicator Toolkit

GIVING DAY TOOLKIT



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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

March 4

Save the Date in monthly Alumni e-news



Share teaser video with your network.

March 25

Social media presence increases



Share our post or create your own reminder (two weeks prior).

April 7

Email promos

Noon: International launch email

8 p.m.: Launch email



Post/share reminder messages through your network.

April 8

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-action on social media; use the #GiveGreenBeGold and hashtag.

April 9

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

Courtney Durham
GivingDay@wayne.edu

Jeanine Simnick
annualfund@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 an annual philanthropy event on April 8. 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 and 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 8, 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.
- The College of Nursing's Dean Clabo committed to \$5,000 to inspire alumni and friends to support any area of the College 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

WHOM DO I CONTACT WITH QUESTIONS?

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

GIVING DAY SOCIAL MEDIA



Hashtag and best practices

The Giving Day hashtag is **#GiveGreenBeGold**.

- 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 put spaces within the hashtag.
- Capitalize the hashtag 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).

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

GIVING DAY SOCIAL MEDIA



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.