



4.7.22

WAYNE STATE  
**GIVING DAY**

**GIVE GREEN. BE GOLD.**



**GIVING DAY GUIDE**

# GIVING DAY 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 1,800 donors. Thank you for supporting Wayne State’s mission and our students,

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# GIVING DAY ESSENTIALS



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

## **Giving Day 2022**

Giving Day takes place Thursday, April 7, from midnight to midnight. This is Wayne State's sixth annual Giving Day and the goal is 1,800 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. 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! Download social media graphics at [alumni.wayne.edu/givingdaytoolkit](http://alumni.wayne.edu/givingdaytoolkit).

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

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

[instagram.com/waynestatealum](https://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 the Giving Day Planning Committee at [givingday@wayne.edu](mailto:givingday@wayne.edu).

# GIVING DAY COMMUNICATIONS TIMELINE

**March 10**

Save the Date in monthly Alumni e-news

 *Share save the date message video with your network.*

**March 25**

Social media presence increases

 *Share WSUAA posts along the way – especially the two week reminder.*

**April 6**

Email promos

**Noon** - International launch email

**8 p.m.** - launch email

 *Post/share reminder messages through network.*

**April 7**

**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 hashtag.*

**April 8**

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

## Contact

Giving Day Planning Committee  
[givingday@wayne.edu](mailto:givingday@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 in April. 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](http://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 7, 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 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 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](mailto:givingday@wayne.edu) and we'll get back to you with answers.

# GIVING DAY SOCIAL MEDIA



## Hashtag and best practices

The main 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 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).

### March 25

1. Announce that Giving Day is happening on April 7. 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.
3. Re-share Giving Day content from the WSUAA pages.
4. Participate in the Giving Day social media challenge and share the post when it goes live.



# GIVING DAY SOCIAL MEDIA



## March 31

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 7.
3. Share the official Giving Day event from WSUAA Facebook account ([/waynestatealum](https://www.facebook.com/waynestatealum)).

## April 7: 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 7, 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 8

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 7. Together, we can make a difference. Can we count you in?  
[givingday.wayne.edu](http://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](http://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](http://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](http://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](http://givingday.wayne.edu)

Make your gift on Wayne State Giving Day 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 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](http://givingday.wayne.edu) #GiveGreenBeGold

### POST-EVENT SAMPLE

Thank you to everyone who made Wayne State Giving Day 2022 a success. Together, we proved we can GIVE GREEN to ensure Wayne State's future will BE GOLD. #GiveGreenBeGold

# GIVING DAY SOCIAL MEDIA



## Facebook and Instagram: Sample Posts

### PRE-EVENT SAMPLE

Wayne State Giving Day is April 7. 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](https://givingday.wayne.edu) #GiveGreenBeGold

Wayne State Giving Day is April 7. In only 24 hours, we come together to shape Wayne State's future. Can we count you in? [givingday.wayne.edu](https://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 create a better world. #GiveGreenBeGold at [givingday.wayne.edu](https://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 2022, 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 2022! When we GIVE GREEN, Wayne State's impact will BE GOLD. Join me and #GiveGreenBeGold at [givingday.wayne.edu](https://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](https://givingday.wayne.edu) #GiveGreenBeGold

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

Large or small, every gift counts. Your choice to give fuels the collective momentum that propels us to greater heights each year. Almost half of the gifts received last year were less than \$100, showing that when we come together, we are #WarriorStrong #GiveGreenBeGold

### POST-EVENT SAMPLE

Thank you for making Wayne State Giving Day 2022 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](https://givingday.wayne.edu) #GiveGreenBeGold

# GIVING DAY SAMPLE EMAILS



**March 25**

**Subject Line: Wayne State Giving Day is April 7: Give Green! Be Gold!**

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

**Wayne State Giving Day  
April 7, 2022**

**GIVE GREEN. BE GOLD.**

On Giving Day 2022, we come together to shape Wayne State's future. All gifts, large and small, fuel how Detroit's university can help create a better world.

This exciting day supports our amazing students, brilliant faculty, groundbreaking research and critical urban programs, which move Detroit and our world forward.

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

Warrior generosity makes our impact stronger. Your choice to give fuels the collective momentum that propels us to greater heights each year.

Will you help us reach our goal and support life-changing opportunities? When we all come together we are Warrior Strong.

#GiveGreenBeGold

# GIVING DAY

## SAMPLE EMAILS



### April 7

#### 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](https://givingday.wayne.edu) and make a gift that’s meaningful to you. And join in the social media challenges and conversation (@waynestatealum) on all platforms throughout the day!

On Giving Day 2022, we ask you help us reach our goal. When you GIVE GREEN, Wayne State’s future will BE GOLD.

#GiveGreenBeGold

### April 8

#### Subject Line: Thank You!

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

Thank you for making Wayne State Giving Day 2022 a success. We proved that when we GIVE GREEN, Wayne State’s future will BE GOLD. Please visit [givingday.wayne.edu](https://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.