



4.13.23

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.

CONTENTS

Giving Day Essentials

Timeline

Resources

[Graphics](#)

[Logo](#)

FAQ

Social Media

[Hashtags and best practices](#)

[Posting schedule](#)

[Sample posts \(Facebook, Twitter, Instagram, Email\)](#)

[Thank You Guide](#)

GIVING DAY ESSENTIALS



Reference this essential information throughout the Giving Day campaign.

Giving Day 2023

Giving Day takes place Thursday, April 13, from midnight to midnight. This is Wayne State's seventh annual Giving Day and the goal is 1,800 donors.

Giving Day Website

givingday.wayne.edu

Giving Day Social Media Headquarters

Wayne State Alumni 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/givingday.

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 the Giving Day Planning Committee at givingday@wayne.edu.

GIVING DAY COMMUNICATIONS TIMELINE


March 2

Save the Date in monthly Alumni e-news

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


March 30

Social media presence increases

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

April 6

Save the Date in monthly Alumni e-news

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

April 12

Email promos

Noon - International launch email

8 p.m. - launch email

 *Post/share reminder messages through network.*

April 13

9 a.m. - All-alumni visibility email, 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 14

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

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. AROs 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. AROs and S/C/U marketing work with Alumni Relations to publicize Giving Day ahead of April 13, 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 the Donor Experience team. 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.

WHO 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 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 30

1. Announce that Giving Day is happening on April 13. 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. This year, Instagram reels (short-form videos with music) will be a focus-area. Keep an eye on the [@waynestatealum](#) page for more information.

GIVING DAY SOCIAL MEDIA



March 31

1. Download the social media Giving Day images at alumni.wayne.edu/givingdaygraphics, 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 13.
3. Share the official Giving Day event from WSUAA Facebook account ([/waynestatealum](https://www.facebook.com/waynestatealum)).

April 13: 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 13, 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 14

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 13. Together, we can make a difference. 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 2023 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 13. 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 13. 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 create a better world. #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 2023, 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 2023! 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

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 2023 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

GIVING DAY

SAMPLE EMAILS



March 30

Subject Line: Wayne State Giving Day is April 13: Give Green! Be Gold!

Dear _____:

Wayne State Giving Day
April 13, 2023

GIVE GREEN. BE GOLD.

On Giving Day 2023, we come together to shape Wayne State's future. Gifts of every size enable Detroit's university to play our part in creating a better world for all.

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 world-changing opportunities? When we all come together we are Warrior Strong.

#GiveGreenBeGold

GIVING DAY

SAMPLE EMAILS



April 13

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 students, alumni, faculty and staff. Visit givingday.wayne.edu and make a gift that’s meaningful to you. And join in the social media challenges and conversation (@[waynestatealum](https://twitter.com/waynestatealum)) on all platforms throughout the day!

On Giving Day 2023, we ask you help us reach our goal. When you GIVE GREEN, Wayne State’s future will BE GOLD.

#GiveGreenBeGold

April 14

Subject Line: Thank You!

Dear _____:

Thank you for making Wayne State Giving Day 2023 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.

GIVING DAY THANK YOU GUIDE



ABOUT

The purpose of this guide is to provide useful examples to enhance the donor experience on Giving Day. In addition to the planned communications from the Donor Experience team which are detailed below, we hope you utilize this guide to create additional touch points for your donors leading up to and through Giving Day. This guide includes sample emails, letters, and suggested copy for thank you calls.

PLANNED DONOR RELATIONS COMMUNICATIONS

The Donor Experience team planned a series of communications to acknowledge and engage donors throughout Giving Day. If you have additional stewardship ideas, please reach out to your assigned Donor Experience contact.

PRE-GIVING DAY COMMUNICATIONS

- All donors who document a gift of \$25,000 or more by Thursday, March 31 can receive a custom ThankView. Once the gift is documented, please work with your assigned Donor Experience contact to create and schedule the custom ThankView (featuring you, your dean or a student) to be sent on Giving Day.

DAY-OF COMMUNICATIONS

- All donors who make a gift of any size on Giving Day will receive an email with a unit specific ThankView video along with their gift receipt.
- All donors who make a gift of \$500 or above will receive an additional thank you phone call from a unit member or from the Donor Experience team.
- All donors who make a gift of \$10,000 or above will receive a custom hard-copy letter from the VP of DAA.
- All donors who make a gift of \$50,000 or above will receive a custom hard-copy letter from the President.

GIVING DAY THANK YOU GUIDE



POST-GIVING DAY COMMUNICATIONS

All donors who make a gift of any size for Giving Day will receive an email Thankview 2-4 days after the event with an update on totals and another note of appreciation.

UNIT SPECIFIC ACKNOWLEDGEMENT COMMUNICATION SAMPLES

Included below are specific examples that the College of Nursing utilized to supplement the stewardship of their donors.

EMAIL SAMPLES

THANK YOU EMAIL FROM INDIVIDUAL GIVING OFFICER

(SENT ON GIVING DAY)



Thank you [Donor Name] for your gift to the College of Nursing's Board of Visitors Student Success Fund, and making a difference on Giving Day 2023! Your commitment to [name of fund] is valued by the entire Wayne State University community. Your donation means saying yes to one more student and their future.

The Board of Visitors matched your gift, and you can even further amplify your impact by sharing on your social media or directly with friends. Click on an icon below to share on Facebook or Twitter.



With gratitude,
Individual Giving Officer

GIVING DAY THANK YOU GUIDE



THANK YOU EMAIL FROM DEAN (SENT DAY AFTER GIVING DAY)

Dear [Salutation] [Last Name],

Wayne State University has wrapped up its 7th Annual Giving Day, which took place last Thursday, April 13.

Thank you for believing in and empowering our students. Your contribution helped us to <<match all of the funds put forth as a challenge to donors by the Board of Visitors.>> <<have a recordbreaking year, with over XX gifts to the College of Nursing for Giving Day.>> <<raise over \$xx,xxx for the Board of Visitors Student Success Fund.>>

[Salutation] [Last Name], your generosity is much appreciated, and a tremendous investment into the education and success of the students in the College of Nursing. Thank you!

With gratitude,

Laurie Lauzon Clabo, PhD, RN, FAAN
Dean and Professor

GIVING DAY THANK YOU GUIDE



MAILED LETTER FROM THE DEAN

(MAILED TO ALL GIVING DAY DONORS THE WEEK AFTER)

Dear [Salutation] [Last Name]:

Thank you for your recent gift to the College of Nursing and supporting the College during its Giving Day campaign. Your support is meaningful and sincerely appreciated.

Giving Day is an opportunity to send a strong message about the College's priorities, and 2023 was an incredible year for the outpouring of support shown from our community. Thank you for helping us reach this milestone and demonstrating the importance of student centered resources as an integral element of success.

Thank you for sharing our vision and investing in the College and our students. Your contributions to the Nursing community are far-reaching and invaluable.

Sincerely,

Laurie Lauzon Clabo, PhD, RN, FAAN

Dean and Professor

GIVING DAY *THANK YOU GUIDE*



THANK YOU CALLS

SUGGESTED SCRIPT (CAN BE USED FOR VOICEMAIL OR FOR A PHONE CALL):

Hello (Mr./Mrs./Ms. Donor's Last Name). My name is (your name) and I'm a (position) at Wayne State University. I am calling to say thank you for making your gift to (name of college/program) on Giving Day! Your support truly makes a difference by [Insert context/impact e.g. increasing resources for the fund name] and I wanted to let you know how much we appreciate it.

(If speaking directly with the donor, be sure to pause for a response/brief conversation.)

Have a great day!