



GIVING DAY

4.12.18

givingday.wayne.edu
#InspireOpportunity



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WHAT IS GIVING DAY?

24-hour collective fundraising campaign driven by the WSU community.

April 12, 2018

As we celebrate Wayne State University's Sesquicentennial Anniversary, we will embark on our second annual Giving Day. This one-day event inspires the entire Warrior community to make a difference for the future of Wayne State.



RESOURCES

WEBSITE

TOOLKIT

GRAPHICS



@waynestatealum



@waynestatealum



facebook.com/waynestatealum

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EMAIL CALENDAR

Audience Breakdown:

- All Alumni
- Current Students
- Faculty
- Friend
- Staff

External Audience

- March 1 Alumni Newsletter
- March 26 Announcement/Definition email
- April 5 Alumni Newsletter
- April 11 Launch
- April 12 9a.m. — Challenge Information
- April 12 Noon — Status update
- April 12 6p.m. — Six hours left
- April 13 Thank You email

Internal Audiences will be contacted via:

- Today@Wayne
- Get Involved
- Inspire from Within

Note: Challenge emails will be targeted to specific audiences. You can find a more detailed email calendar [here](#).

SOCIAL MEDIA

Hashtags & Best Practices

The main hashtag is **#InspireOpportunity**, the secondary hashtags are **#WayneStateGivingDay** and **#WSU150**

- Please use **#InspireOpportunity** in all social media posts related to Giving Day
- Hashtags allow people to search using it, connecting them with one another, and allows us to pull related posts for reporting
- Don't put spaces within the hashtags
- Please use the hashtags as typed above, capitalize "I" and "O" in #InspireOpportunity, "W," "S," "G" and "D" in #WayneStateGivingDay, and "W," "S," and "U" in #WSU150
- If posting to Instagram, please change the link in your profile to direct users to the Giving Day website or the WarriorFunder project you would like to promote and add **"**Link in bio**"** to the posts

Posting Schedule

- One month out (March 1)
 - Post teaser video
 - Post once a week about Giving Day, include #InspireOpportunity
- Two weeks out (March 23 - April 6)
 - Post announcement video
 - Post content about Giving Day 2 times a week, include #InspireOpportunity
- One week out (April 7 - April 11)
 - Integrate Giving Day into daily post, connect to future of Wayne State, include #InspireOpportunity
- Day of (April 12)
 - Post launch video
 - Like/share/comment on Giving Day related posts



Social Media - Prior to Giving Day

- Are you ready? #InspireOpportunity with us on April 12
- Wayne State University Giving Day is on April 12. Are you ready to #inspireopportunity for current and future Warriors?
- Increase your impact on Wayne State by making a Giving Day gift! Follow @WayneStateAlum for more info!
- On April 12, Wayne State will be celebrating its 2nd annual Giving Day! #WayneStateGivingDay is a 24-hour day of giving that will feature opportunities to increase your impact!
- Make a difference by choosing to #InspireOpportunity on April 12. For information, visit givingday.wayne.edu #WayneStateGivingDay
- #WayneStateGivingDay is April 12! Check out the projects that help units across campus and give to one that moves you. Learn more: givingday.wayne.edu #InspireOpportunity #WSU150

If you would like to RT/share @WayneStateAlum content, see our content calendar [here](#)

Social Media - On Giving Day

- Today's the day! Let's come together to #InspireOpportunity for the future of Wayne State! #WayneStateGivingDay #WSU150
- It's finally here! What @WayneState cause are you passionate about? Support it through our challenges or other Giving Day opportunities now! #InspireOpportunity #WayneStateGivingDay
- There's no better day to be a Warrior for Wayne State #WayneStateGivingDay
- It's Wayne State's 150th birthday! Make a gift to help future warriors for the next 150 years #WayneStateGivingDay #WSU150
- How many alums are celebrating #WayneStateGivingDay today? #WarriorStrong
Wayne State Warriors make a huge impact on the world. Now is your chance to make a difference in their lives. Support our current students, the next generation of Warriors #InspireOpportunity #WayneStateGivingDay #WSU150

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Social Media - After Giving Day

- Thank you to everyone that came together to #InspireOpportunity! #WayneStateGivingDay #WSU150
- We did it! With all of your generous donations, our students & faculty can make a real, immediate impact on our world. Thank you! #InspireOpportunity #WayneStateGivingDay #WSU150
- Because of you, we were able to change lives that change the world on this day of real impact. #InspireOpportunity #WayneStateGivingDay
- Thank you for making #WayneStateGivingDay a huge success for [insert s/c/u] and helping our future grads impact the world. #InspireOpportunity
- Thank you to everyone who made #WayneStateGivingDay a success. Gifts of all sizes provide valuable resources for programs all across campus. Thank you! #InspireOpportunity

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GRAPHICS

Available at alumni.wayne.edu/givingdaytoolkit

- Facebook and Twitter header graphics
- Change header/cover photo on social channels the 1st week of March

Images that feature #InspireOpportunity

- Utilize on social media
- Images will also feature other Inspire ____ text to appeal to specific university interests
 - Inspire Innovation
 - Inspire Community
 - Inspire Entrepreneurship
 - Inspire Creativity

View and download graphics [here](#).

LOGO

View and download the official Giving Day logo

View and download email signature



FAQs

How will Giving Day be promoted on social media?

Social media will play a very important role on Wayne State University Giving Day. The Alumni Association will use all available social media channels (twitter, facebook, instagram) leading up to and on, Thursday, April 12.

In order to engage and inspire the entire Wayne State community, the Office of Alumni Relations and Annual Giving has created the Giving Day Toolkit to enable partners across campus to participate in the Giving Day promotion.

How can s/c/u's and friends of WSU help promote Giving Day?

They can promote Giving Day through their social media channels with the help of the toolkit messaging guide and graphics, to make people aware of the day and encouraging them to give to their favorite causes.

How do I use my s/c/u social media channels for Giving Day?

Campus communicators can encourage people to donate to a specific cause and interact with WSU Community by posting on the various social media channels prior to, on and after Giving Day.

Are there any additional graphics specific to s/c/u's?

There are some s/c/u specific graphics in the graphic folder. If there are specific images needed the Office of Alumni Relations and Annual Giving can help with designing any new graphics.

