



4.10.25

WAYNE STATE GIVING DAY

GIVE GREEN. BE GOLD.



ADVOCATE TOOLKIT

GIVING DAY ADVOCATE TOOLKIT



Thank you for being a special part of Giving Day!

Giving Day is Wayne State University's annual university-wide day of giving. On Giving Day, alumni, students, faculty, friends, parents and staff come together to give back to the WSU people, places and pursuits that mean the most to them.

Advocates like **YOU** get the word out about Giving Day by asking your network to support the program you care about most! During the last Giving Day, advocates raised more than **\$14.2K!**

What starts here changes the world — and that starts with you.

Thank you for being a Giving Day Advocate!



QUESTIONS?

Our team is here to help. Email givingday@wayne.edu any time!

IN THIS TOOLKIT

ADVOCATE
SIGN UP

OFFER MATCHES
& CHALLENGES

MAKE
YOUR IMPACT

INSPIRE
FROM WITHIN

BRAND
GUIDELINES

ADVOCATE SIGN UP



Create a GiveCampus Account (It's as easy as 1-2-3!)

1

Head to the **Giving Day 2025 page**, click **"Become an Advocate,"** and follow the instructions to sign up or log in if you have an existing account.

2

Click the **"Copy to Share"** button and paste your unique link somewhere you can easily access to make sharing your link via email, social media, text, etc., quick and easy!

3

Make sure to check your email and click the confirmation email to complete your sign-up! Don't see your confirmation email? Check your spam folder.

Make Your Gift a Match or Challenge!

Lead by example by making a gift that you can use to inspire giving from your friends, family, and network as a match or challenge.

Offering a match means that you'll give a number of dollars for every dollar or donor up to your specified maximum gift amount. Offering a challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.

You can restrict your match or challenge to support a program you care about, to target other alums in your class year, and more. Get creative! To get started, click on the **"Offer a Matching Gift"** or **"Offer a Challenge"** buttons, or visit the Advocacy Dashboard.

MAKE YOUR *IMPACT*



Share, Share, Share

Use Your Unique Link!

Once you've saved your unique link, you're ready to share Giving Day 2025 with your network! Sending personal, one-on-one messages is the most impactful way to encourage donations. Remember: Use your unique link when you email, text, DM, etc. This will allow you to track your impact!

Turn Your Social Green and Gold!

Posting your unique link to social media is an easy way to share Giving Day with the people you know! Looking for Giving Day images or captions? Visit our [Giving Day Assets page](#).

Advocate Leaderboard

Don't Forget: Use your unique link **every time** you ask for – or make – a Giving Day gift to get credit for your hard work and reach the top of the advocate leaderboard. The three advocates with the most gifts will win a prize!







INSPIRE FROM *WITHIN*

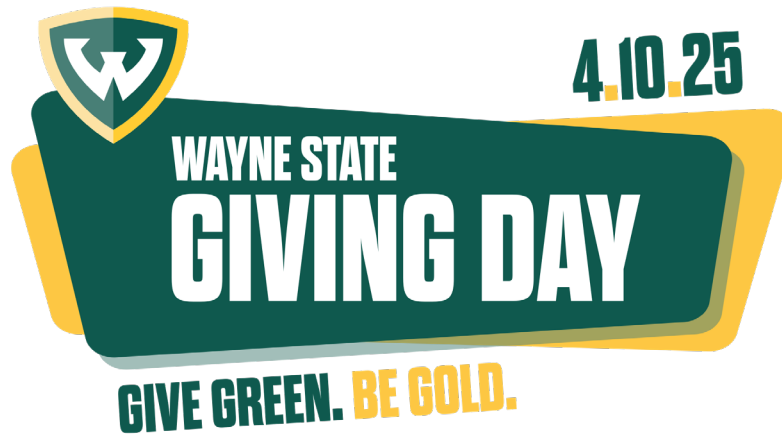


Make a bigger impact as an Inspire from Within Giving Day Advocate!

As a Wayne State employee, you can make an even bigger impact by signing up as an Inspire from Within Giving Day Advocate! After you **sign up**, here are some ways you can get your colleagues involved on Giving Day:

-  Send an email encouraging them to sign up as a Giving Day Advocate, make a gift, or create their own match or challenge! Don't forget to include your unique link so you can track your impact.
-  Connect with your S/C/U's communications team to make sure they have a plan to promote Giving Day! Share the **Giving Day Toolkit** so they have all of the logos, messaging, social media content, etc., they need.
-  Create and print a flyer to hang in the lunch room or other common space to encourage others to participate on Giving Day!
-  Set up a friendly challenge with another team or department to see who can get the most donors to their cause by Giving Day!

Wayne State Giving Day 2025: Time-Honored Treasure



Theme: Wayne State is a time-honored treasure rather than a hidden gem — a gold standard of educational excellence and a prominent force in Detroit.

Tagline: Give Green. Be Gold.



Primary Logo (White/Light Backgrounds)



Reverse Logo (Color/Busy backgrounds)

Font Family: Dharma Gothic (Adobe Fonts)

GREEN



Pantone - 561 C
CMYK - 92 42 68 48
RGB - 12 84 73
HEX - #0C5449

GOLD



Pantone - 1225 C
CMYK - 0 22 84 0
RGB - 255 204 51
HEX - #FFCC33

Concept Messages:

Wayne State is not a hidden gem. We're a time-honored **treasure** in the heart of Detroit.

Our **gold** is our triumph. We're resilient Warriors and shining leaders.

Our green is our growth. We're committed to learning and shaping Detroit and our world's tomorrow.

Warriors are leaders. By investing in Wayne State, you're investing in a community/Detroit built to shine—strong, resilient, **golden**.

Give Green, be part of a **Golden** Legacy. Fuel the future of our Warriors, our city, our community.

Prosperity Agenda/Impact Statements:

Together, we accelerate student success, empower Detroit's health, and fuel the city's innovation. Give Green. Be part of Wayne State's **Gold**.

Stand with Detroit's Warriors. Give Green. **Be Gold**.

Ready to make an impact? Join us today to support the bright, golden future of our students and community.

Other Words/Phrases:

Classic, timeless, strong, valuable, precious

We're here and always have been.

Shining examples, leaders, prominent, Top 100 (Gold Medal)