



GIVING DAY

4.11.19

Give Green, Be Gold



CONTENTS

- What is Giving Day?
- Resources
- Email calendar
- Social media: Hashtags and best practices
- Social media: Posting schedule
- Social media: Sample posts
- Graphics
- Logo
- FAQs

WHAT IS GIVING DAY?

On April 11, the entire Wayne State community will join together for a 24-hour fundraising campaign.

During our third annual Giving Day, we aim to inspire all Warriors (and Tartars!) to make a collaborative impact on the student experience and a wide variety of key campus projects.

Give Green, Be Gold



RESOURCES

WEBSITE

TOOLKIT

GRAPHICS



[@waynestatealum](#)

[@waynestatealum](#)

facebook.com/waynestatealum

Contacts

Rebecca Kavanagh
rkavanagh@wayne.edu

Colleen Whately
colleen.whately@wayne.edu

givingday@wayne.edu

EMAIL CALENDAR

Audience breakdown

- Alumni
- Students
- Faculty
- Staff
- Friends

External audience

- March 7 Alumni newsletter: save the date
- March 26 Announcement video
- April 4 Alumni newsletter: one week away
- April 10 Launch
- April 11 9 a.m. — Challenge information
- April 11 Noon — Status update
- April 11 6 p.m. — Six hours left
- April 12 Follow-up appreciation email

Internal audience messaging

- Today@Wayne
- Get Involved
- Inspire From Within

Note: Challenge emails will be targeted to specific audiences.

SOCIAL MEDIA

Hashtags and best practices

The main hashtag is **#GiveGreenBeGold**. The secondary hashtags are **#WSUGivingDay** and **#WarriorStrong**.

- Please use **#GiveGreenBeGold** in all social media posts related to Giving Day.
- Hashtags allow people to search for related contact 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

- One month out (March 11-22)
 - Post teaser video
 - Post once a week about Giving Day
- Two weeks out (March 25 - April 5)
 - Post announcement video
 - Post content about Giving Day two times a week, including #GiveGreenBeGold
- Week of (April 8-10)
 - Integrate Giving Day into daily post, connect to future of Wayne State, include #GiveGreenBeGold
- Giving Day (April 11)
 - Post launch video
 - Post challenge and match updates throughout the day
 - Post funds raised updates
 - Like/share/comment on Giving Day related posts



Social media: Prior to Giving Day

- Hey, Wayne State: Plan to #GiveGreenBeGold with us on April 11.
- WSU Giving Day is April 11. Support the university you love when you #GiveGreenBeGold.
- Join fellow Warriors to make a major difference on #WSUGivingDay! Find out how by following @WayneStateAlum.
- Giving Day is a 24-hour celebration of school spirit. Spend April 11 maximizing your donation power. #GiveGreenBeGold
- I just gave my social media accounts a #WSUGivingDay makeover. #GiveGreenBeGold
- Let's see what we can do in just 24 hours: givingday.wayne.edu #GiveGreenBeGold
- I'm participating in WSU Giving Day on April 11 because [fill in the blank]. What will you do? #GiveGreenBeGold

Please retweet and share @WayneStateAlum posts as you wish. See our content calendar [here](#).

GRAPHICS

Available at alumni.wayne.edu/givingdaytoolkit:

- Facebook and Twitter header graphics
- Internal email headers
- Branded email signatures

Social media images include:

- Save the date
- One week out countdown
- Day before
- Giving Day is here
- Project-specific appeals
- Challenge updates
- Thank you

View and download graphics [here](#).

LOGO

View and download the official Giving Day logo

View and download the email signature



FAQs

How will Giving Day be promoted?

Social media plays a key role on WSU Giving Day. Alumni Relations will use Facebook, Instagram and Twitter leading up to and on Thursday, April 11. Alumni Relations has created the Giving Day toolkit to empower S/C/U and friends to help spread the word and engage with followers across their professional and personal social media accounts.

How should I use my S/C/U social media channels to promote Giving Day?

You can encourage people to donate to specific projects by telling compelling stories about the students, faculty, staff and programs affected by their generosity, which is compounded on Giving Day. The toolkit helps with logos, images, guidelines and sample posts.

Are S/C/U-specific graphics available?

Yes — check the graphic folder and contact the Giving Day team if you need additional customized artwork or tips on creating it yourself.

