



March 5-11

Teaser video is posted.
youtube.com/waynestateuniversity

Share video teaser on social media.



March 12-18

Post on social media. Include sample message and Wayne State Giving Day logo.



March 19-25

Announcement video is posted this week.
youtube.com/waynestateuniversity

Social media posts:

- Include sample message and link to Announcement video.
- Include sample message and graphic.



March 26 - April 1

Social media posts:

- Include sample message, graphic, and link to Wayne State Giving Day page (givingday.wayne.edu).
- Include sample message and graphic.



Help Us Engage & Connect

Launch video is posted.

April 3, 10 p.m.

Share launch video on social media with sample message.

April 4

Social media posts:

- @9 a.m. Include sample message and graphic.
- @11 a.m. Include sample message and graphic.
- @2 p.m. Include sample message and graphic.
- @5 p.m. Include sample message and graphic.
- @8 p.m. Include sample message and graphic.



Other Ways to #InspireOpportunity

- Make your gift online, then use #InspireOpportunity to spread the word.
- Share website (givingday.wayne.edu) and video links (youtube.com/waynestateuniversity) in s/c/u newsletter.
- On April 4, change your s/c/u Facebook profile picture and cover photo to the graphics in the Giving Day Graphics file.
- On April 4, include the Giving Day image (in Giving Day Graphics file) in your s/c/u hero image rotation on your website.
- Send targeted email to your s/c/u board.
- Send a personalized note to your fellow faculty/staff members.

Help Us Thank Everyone

April 5

Social media posts:

- Include sample message and link to Thank you video.
- Include sample message and graphic.

April 9-15

Giving Day infographic is available this week.
(givingday.wayne.edu)

Share sample message and Wayne State Giving Day infographic on social media.

