

# Messaging Guide

Below is suggested messaging for helping us promote Wayne State Giving Day on Social Media. Share these posts on your Facebook, Instagram and Twitter pages.

## Hashtags

- *#InspireOpportunity*
- *#ThenNowAlways*
- *#AlwaysWayneState*
- *#WayneStateGivingDay*

## Help Us Spread the Word

### Week of March 5-11:

*[Teaser Video is posted this week. [youtube.com/waynestateuniversity](https://youtube.com/waynestateuniversity)]*

Social media post:

#InspireOpportunity: Wayne State Giving Day is on Tuesday, April 4. This is a way to show your pride for Wayne State and inspire future students to achieve success.

*\*Include link to Giving Day teaser video*



Social media post:

Mark your calendar #InspireOpportunity for students of *(insert school/college/unit)* on Tuesday, April 4 for Wayne State Giving Day.



### Week of March 12-18:

Social media post:

Wayne State Giving Day is coming up! How can you #InspireOpportunity on 4.4.17? Tell us your inspiring Wayne State moment.



Social media post:

How will you help *(insert school/college/unit)* #InspireOpportunity on 4.4.17?



School/College/Unit graphic available in Giving Day Graphics file



School/College/Unit graphic available in Giving Day Graphics file

## Week of March 19-25:

[Announcement Video is posted this week. [youtube.com/waynestateuniversity](https://youtube.com/waynestateuniversity)]

Social media post:

What can Wayne State do in a day? On Tuesday, April 4, we are looking to #InspireOpportunity through Wayne State Giving Day. See how one day can make a difference.

**\*Include link to Announcement video**



Social media post:

Mark your calendars for Tuesday, April 4 and get ready to make a difference! Visit [givingday.wayne.edu](http://givingday.wayne.edu) to learn more about #InspireOpportunity: Wayne State Giving Day.



Social media post:

You can support (*insert exciting funding opportunity*) on 4.4.17 Wayne State Giving Day and #InspireOpportunity for future generations of warriors.



School/College/Unit graphic available in Giving Day Graphics file

## Week of March 26-April 1:

Social media post:

We are starting the countdown to #InspireOpportunity: Wayne State Giving Day! Starting at 10 p.m. on Monday, April 3, you will be able to make your gift to make a difference and inspire the students of Wayne State.

**\*Include link to Giving Day website ([givingday.wayne.edu](http://givingday.wayne.edu))**



Social media post:

The clock is ticking! We are counting down the days to #InspireOpportunity: Wayne State Giving Day! The fun starts on Tuesday, April 4.



Social media post:  
Calling all *(insert school/college/unit)* alums April 4, Wayne State Giving Day is a great time to make your gift to #InspireOpportunity for future generations.

School/College/Unit graphic  
available in Giving Day  
Graphics file



## Help Us Engage and Connect

*[Launch Video is posted this week. [youtube.com/waynestateuniversity](https://youtube.com/waynestateuniversity)]*

**April 3, 10 p.m.**

NOW is the time to make your gift! You can make a difference for the students of Wayne State by giving TODAY to #InspireOpportunity: Wayne State Giving Day.

**\*Include link to Launch video**



**April 4, 9 a.m.**

Have you #InspireOpportunity today? Make a gift NOW and support #InspireOpportunity: Wayne State Giving Day.



**April 4, 11 a.m.**

Any contribution is appreciated and goes a long way in helping #InspireOpportunity on Wayne State Giving Day.



Make your gift to *(insert school/college/unit)* and help us #InspireOpportunity by supporting *(insert exciting funding opportunity)* today.

School/College/Unit graphic  
available in Giving Day  
Graphics file



**April 4, 2 p.m.**

There's still time to make a contribution to #InspireOpportunity: Wayne State Giving Day.



Join (*insert school/college/unit*) in rallying our alumni to #InspireOpportunity today for Wayne State Giving Day. Make your gift and share the great news with friends.



**April 4, 5 p.m.**

We are approaching the final hours of #InspireOpportunity: Wayne State Giving Day. Make your gift now before time runs out!



#InspireOpportunity for students of (*insert school/college/unit*) today through making your gift for Wayne State Giving Day.

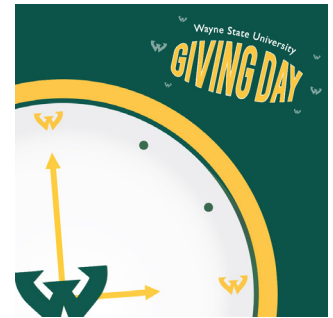


**April 4, 8 p.m.**

4 hours to go! #InspireOpportunity for Wayne State students with your gift to any area of the university today.



Let's all join together, there's 4 hours to go! Your gift today will #InspireOpportunity for the students of (*insert school/college/unit*)



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# Help Us Thank Everyone

[Link to Thank You video posted April 5. [youtube.com/waynestateuniversity](https://youtube.com/waynestateuniversity)]

## April 5

- Thank you to all who supported #InspireOpportunity: Wayne State Giving Day!
- Thank you to all that came together on April 4th to #InspireOpportunity!
- Thank you for your dedication to #InspireOpportunity for Wayne State students!
- Thank you Warriors!!
- What an Amazing Day! Thanks to you, on Wayne State's first Giving Day we raised \_\_\_\_\_ to support students.



## Week of April 9-15:

[Giving Day Results Infographic available this week]

Check out the difference that you made for Wayne State students on Giving Day!



Infographic  
coming soon...

## Other Ways to Inspire Opportunity

- Make your gift online, then use #InspireOpportunity to spread the word.
- Share website ([givingday.wayne.edu](https://givingday.wayne.edu)) and video links ([youtube.com/waynestateuniversity](https://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 a targeted email to your s/c/u board.
- Send a personalized note to your fellow faculty/staff members.