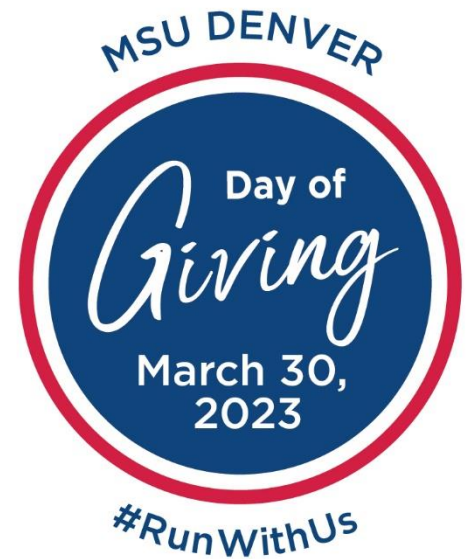


MSU Denver Day of Giving

Social Media Toolkit

Join faculty, staff, students and supporters to help MSU Denver students LEVEL UP on March 30! This year we hope to bring 1000 Roadrunners together to use their arcade skills to change our students' lives. By becoming an advocate you are ensuring a greater future for Roadrunner students. To show our thanks, there will be swag giveaways for advocates generating gifts and the advocate who generates the most gifts will be able to designate bonus funds to their fund of choice.



The easiest way to make an impact on MSU Denver Day of Giving is to encourage your classmates, family, and friends to join you in making a gift. Don't know what to say? The following posts and emails can help get you started!

In the toolkit below, you will find:

- A timeline of suggested days to post on your social platforms
- Sample social media posts
- Sample emails

Feel free to customize any of the social media posts and emails to fit the project that you are supporting! Be sure to share your messages through multiple social media channels and through email to maximize your reach.

Follow MSU Denver on our social media networks and share our posts:

- Facebook: @MSUDenverAlumni
- Twitter: @MSUDenverAlum
- Instagram: @msudenver_alumni

Contact Bre Milnes at bmilnes@msudenver.edu or Evann Coad at ecoad@msudenver.edu with any questions about MSU Denver Day of Giving. Thanks for your support!

TIMELINE

1-2 Weeks Before Day of Giving – March 13th -23rd

- Announce that Day of Giving is coming up on your social channels.
- Share the MSU Denver Alumni Facebook, Twitter and/or Instagram posts, and be sure to tag your friends!
- Reach out to friends and family through text/email to let them know Day of Giving is coming up!
- Mark yourself as attending the Facebook Event on the Alumni page.

2-3 Days Before Day of Giving – March 27th - 29th

- Download the official MSU Denver Day of Giving pictures from the website.
- Change your Facebook and Twitter profile pictures and cover photos to the Day of Giving images

- Continue posting about MSU Denver Day of Giving on your social media channels and tagging friends in your posts
- Email or text your personal network.
- Lead by example, and make your gift early at:
www.msudenver.edu/day-of-giving

Day of Giving – March 30th

- Email your personal network that today's the day! *See sample emails on page 3.*
- Post/share on social media throughout the day and tag your friends. *See sample posts below.*
- Participate in our Day of Giving social media bonus opportunities.
- Write a personal thank you or give a donor a shout out on social media after they made a gift.

Post Day of Giving – March 31st

- Thank your network for participating in Day of Giving.
- Share MSU Denver Day of Giving wrap-up posts on your social media channels.
- Show your MSU Denver pride by posting a photo of yourself in MSU Denver gear and share the final Day of Giving totals!

SAMPLE POSTS

PRE-EVENT POSTS

The seventh annual MSU Denver Day of Giving is coming up on March 30. #JoinTheRace with me, and support ****designation area of choice****! For more information, visit www.msudenver.edu/day-of-giving

MSU Denver's Day of Giving brings together alumni, faculty, staff, and friends for a 24-hour fundraising event. Help us make a difference in the lives of MSU Denver students by being a superhero on March 30 for Day of Giving! Check out all of the featured projects at www.msudenver.edu/day-of-giving

I'm trying to hit my highest score by giving back! #JoinTheRace with me on March 30 for MSU Denver's Day of Giving! For more information, visit www.msudenver.edu/day-of-giving

MSU Denver made it possible for me to achieve my dream of a college education, and on March 30 I get to do the same for current students. #JoinTheRace with me for MSU Denver's Day of Giving and support student scholarships! (Include link to www.msudenver.edu/day-of-giving)

DAY OF POSTS

Today is MSU Denver's Day of Giving! #JoinTheRace with me, and support student scholarships (or a designation of your choice). Together, we can make a difference in student's lives. Support online at: www.msudenver.edu/day-of-giving

It's time to #JoinTheRace and make a difference at MSU Denver! For the next 24 hours, join me in supporting students for MSU Denver's Day of Giving. Give online at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

I made a gift to my favorite scholarship; will you be an MSU Denver arcade hero too? We have 24 hours to #JoinTheRace, and support Roadrunners. Make a gift today at:

www.givecampus.com/schools/MetropolitanStateUniversityofDenver

I #JoinedTheRace for MSU Denver's Day of Giving! Join me in making an impact and giving to MSU Denver TODAY! Give online at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

MSU Denver made it possible for me to achieve my dream of a college education, and TODAY I get to do the same for current students. #JoinTheRace and give a gift TODAY for @msudenver Day of Giving at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

POST-EVENT POSTS

Thank you to everyone that #JoinedTheRace with me for MSU Denver Day of Giving! Because of your generosity, MSU Denver is able to provide valuable support to scholarships, academic programs and more.

A huge THANK YOU goes to all our MSU Denver Day of Giving supporters! The impact you made on students in 24 hours will last a lifetime to our current and future Roadrunners. Thanks for joining the race with me!

Thank you for being a superhero and supporting MSU Denver students and programs for Day of Giving! Together, we helped raise over \$___ for MSU Denver students and programs.

SAMPLE EMAILS

ONE WEEK BEFORE DAY OF GIVING

Subject Line: Join the Race with me for MSU Denver Day of Giving

Hi _____,

On March 30, we encourage you to join us as we kick off the seventh annual MSU Denver Day of Giving. For 24 hours, you can give a gift to the area in which you are passionate about at MSU Denver. There are many giving designations to choose from – all of which enables us to provide the best possible opportunities to our students and dedicated faculty.

I made my gift early, and I hope you'll consider joining me! Making a gift is quick and easy, just go online to www.givecampus.com/schools/MetropolitanStateUniversityofDenver and choose your favorite project to support! Thanks for making an impact at MSU Denver!

[Your Name]

DAY OF GIVING EMAIL – MARCH 30th

Subject: TODAY is MSU Denver Day of Giving!

Hello _____,

MSU Denver Day of Giving is today! For the next 24 hours, join me in supporting of MSU Denver students and programs with a gift. I know how much MSU Denver means to you, and I didn't want you to miss out on all the excitement!

You can support any area on campus that means the most to you for Day of Giving. I made my gift today, and I hope you'll consider joining me! Making a gift is quick and easy, just go online to www.givecampus.com/schools/MetropolitanStateUniversityofDenver and choose your favorite project to support! Thanks for being a part of the Roadrunner family! We appreciate your support.

[Your Name]