

MSU Denver Day of Giving Social Media Toolkit



Join faculty, staff, students and supporters to help MSU Denver students win the grand prize on March 19! This year we hope to bring 1500 Roadrunners together 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/captions (geared towards supporters and alumni)
- Sample text messages (to send to supporters and alumni)
- 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: @RoadrunnerAlumni
- Instagram: @msudenveralumni
- Threads: @msudenveralumni

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

TIMELINE

1-2 Weeks Before Day of Giving

- Announce that Day of Giving is coming up on your social media 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” on the Facebook event on the Alumni page.

2-3 Days Before Day of Giving

- 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/text your personal network
- Lead by example! You can make your gift early at: <https://msudenver.me/DOG26>

Day of Giving

- Email your personal network that today’s the day!
- Post/share on social media throughout the day and tag your friends
- Participate in our Day of Giving social media bonus opportunities
- Write a personal thank you or give a donor a shoutout on social media after they make a gift.

Post Day of Giving

- 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!
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PRE-EVENT

SOCIAL MEDIA POSTS

Mark your calendars... MSU Denver's Day of Giving is May 19th!! YOU can join us in making a mark on the future of MSU Denver students! Visit <https://msudenver.me/DOG26>

The countdown has begun! MSU Denver's Day of Giving is May 19th, and you can join us by supporting MSU Denver students today, tomorrow, and for years to come. For more information, please visit <https://msudenver.me/DOG26>

Set your alarms and mark your calendars! The wait is almost over! Get ready to make a huge impact on students lives this Day of Giving! Visit <https://msudenver.me/DOG26> to make your mark on the future!

Set your destination: the future 🚀! On this Day of Giving, your support will help students go further than 1965 ever imagined! Let's make history... AGAIN!

Consider posting a countdown (days/weeks/before). Incorporate your friends, family, or wider network to increase eyes and anticipation for the event!

SAMPLE TEXT MESSAGES

From our first class to future grads 🎓. History is calling! Day of Giving is coming soon and YOU can make an impact on students today and in the future! Visit <https://msudenver.me/DOG26> to make your impact!

We've come a long way since 1965, and the future looks bright. Help us to continue making history this Day of Giving by visiting <https://msudenver.me/DOG26>!

Set your alarms 🕒 📣 !! MSU Denver Day of Giving starts tomorrow!

Have plans tomorrow?? Not anymore (unless they include MSU Denver's Day of Giving)! Join Roadrunners for a day full of gifts and kindness at <https://msudenver.me/DOG26>!

DAY OF EVENT

SOCIAL MEDIA POSTS

Today's the day! MSU Denver Day of Giving is finally here! Help us reach our goal by visiting <https://msudenver.me/DOG26>

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The wait is over! Not all heroes wear capes, some just DONATE! Be a hero and visit <https://msudenver.me/DOG26>

POV: You blinked and now you are the “future alum” they always talked about. Today, on Day of Giving, go Back to The Future with us and support the next generation of Roadrunners!

No time machine needed... just a little support from you! Today, on Day of Giving, help support Roadrunners by going Back to The Future with us!

Consider posting a video showing how you support MSU Denver students OR how MSU Denver has supported you.

SAMPLE TEXT MESSAGES

Today's the day!! Grab your coffee, and your kindness, and get ready to change some lives!

Let's do this! Don't let FOMO win, be apart of something big and make a true difference in the Roadrunner community this Day of Giving!

You walked so today's generation of Roadrunners can run (possibly late to class). Today is the day to give back and go Back to the Future by supporting our current Roadrunners!

POST-EVENT

SOCIAL MEDIA POSTS

Thank you to everyone who supported MSU Denver students this Day of Giving. Stories of success start with donors like you! 💙

Everyday is a great day to be a Roadrunner, but because of you, today is a little more special! Thank you to everyone who supported MSU Denver students this Day of Giving. We could not do it without you! 💙

A huge THANK YOU to all of our Day of Giving supporters! You helped to make MSU Denver history, and an impact on Roadrunner's now and in the future!

The results are in... and thanks to you, our future looks amazing! Thank you for supporting Roadrunners now and in the future this Day of Giving!

Consider posting a thank you card style image with members of your club/organization to make the thank you to donors more personal.

SAMPLE TEXT MESSAGES

Our hearts are full! Thank you for being a part of the cause on this year's Day of Giving. Your impact does not end here!

Still riding the high from Day of Giving! Thank you so much for making it so incredible! ❤️

The future called, and it said thank you! Thank you for supporting Roadrunners this Day of Giving!

SAMPLE EMAILS

ONE WEEK BEFORE DAY OF GIVING

Subject Line: Join Me for MSU Denver Day of Giving

Hi _____,

On March 19th, we encourage you to join us as we kick off the 10th annual MSU Denver Day of Giving. For 24 exciting hours, you can support the area of MSU Denver that means the most to you. With a variety of options to choose from, your gift can help create incredible opportunities for our students and our dedicated faculty that make it all possible!

I made my gift early, and I hope you'll consider joining me! Making a gift to your favorite program is quick and easy online at **INSERT LINK**. Thank you for making an impact at MSU Denver!

[Your Name]

DAY OF GIVING EMAIL – MARCH 19TH

Subject Line: TODAY is MSU Denver Day of Giving!

Hi _____!

MSU Denver Day of Giving is here! For the next 24 hours, join me in supporting MSU Denver students and programs by giving a gift. MSU Denver means so much to our community, and I didn't want you to miss out on being part of all of the excitement happening today!

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. Simply

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go online at **INSERT LINK** and select your favorite project to support! Thank you for being a part of the Roadrunner family! We deeply appreciate your support.

[Your Name]