

Giving Day Social Kit

ANDREWS UNIVERSITY



THANK YOU

... for choosing to be an ambassador for Andrews University's Giving Day! In this toolkit, you'll find resources to help you spread the word to your friends and followers on social media.

WHAT IS GIVING DAY?

Giving Day is a fundraising event that encourages Andrews University alumni, students, parents, employees, and friends to come together in support of the university and its students.

With more than 20 departmental projects to choose from, there is something for everyone to connect with and support. Our goal this year is to reach 450 donors, and we can do it with your help.

WHEN IS GIVING DAY?

Giving Day begins on **Thursday, April 4, at 8 a.m. EST** and concludes on **Friday, April 5, at 12 p.m. EST.**

HOW CAN I GET INVOLVED?

You can call, text, email or post on social media. We make it easy for you to spread the word by providing language you can use when you communicate with your friends.

GIVING DAY SHARING TOOLS

THEME:

#AUGivingDay

OFFICIAL HASHTAG:

#AUGivingDay

Use this hashtag in all of your Giving Day social media posts so you're tied into the conversation and we can share your love for Andrews with others. Don't forget to also tag Andrews University!

WEBSITE:

**[andrews.edu/go/
givingday](https://andrews.edu/go/givingday)**

Here you'll find more information about Giving Day, specific challenges, leaderboards, FAQs, and other resources for spreading the word.

VISUAL RESOURCES:

**[andrews.edu/go/
givingday/socialtoolkit](https://andrews.edu/go/givingday/socialtoolkit)**

Visit this link to find downloadable photos for profile and cover pictures or social media posts, as well as GIFs. Don't forget to also share our Giving Day video!

AU SOCIAL MEDIA

Check the Andrews social media channels for updates leading up to, and during Giving Day.

Facebook:

facebook.com/andrewsuniversity

Instagram:

@andrews_university

LinkedIn:

linkedin.com/school/andrews-university

TikTok:

@andrews.university

X.com (Twitter):

@AndrewsUniv



SUGGESTED POSTING TIMELINE

Make sure your posts:

- Include our hashtag—**#AUGivingDay**
- Have Andrews University tagged

TWO WEEKS UNTIL GIVING DAY

On March 21, share our Giving Day video, which will be released on AU's social media channels.

ONE WEEK UNTIL GIVING DAY

On March 28, Share the specific project and donor goal you are working toward.

2-3 DAYS UNTIL GIVING DAY

Remind your friends and followers that Giving Day is just around the corner! Tell them about the reason you're planning to support specific departments or projects.

BEGINNING OF GIVING DAY

Giving Day begins at 8 a.m. on April 4. Share pictures and video of events on campus, or post why you support your academic area or department.

DURING GIVING DAY

Encourage your friends and family to join you in supporting your favorite area on campus. Hype up your donor goal and share andrews.edu/givingday

END OF GIVING DAY

Giving Day will wrap up at 12 p.m. Help us celebrate and thank supporters!

Pair your posts with our downloadable content found at andrews.edu/go/givingday/socialtoolkit. Or, create your own content! See page 5 for ideas.



SAMPLE CONTENT AND POSTS

These are samples. Put them into your own words, or be inspired to write your own!

FACEBOOK

Before Giving Day begins:

Andrews University is turning 150 this year, and we're celebrating with a special Giving Day on April 4, 2024!

It's not just an anniversary; it's a chance to make a difference. Your support helps ensure Andrews continues impacting lives for another 150 years.

Be part of history! Save the date—April 4, 2024. Let's celebrate and give back together.

Thank you for being a part of the Andrews University family.

#Andrews150 #AUGivingDay

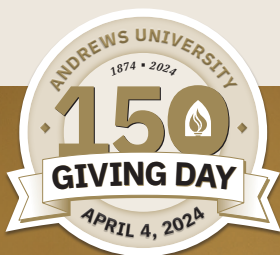
During Giving Day:

Today, Andrews launched Giving Day as an opportunity to give back to Andrews students. This is a great time to show support for students by donating and sharing! Every gift counts, no matter the size. andrews.edu/go/givingday #AUGivingDay

I just made a gift to [DEPT./SCHOOL/PROGRAM] for Giving Day at Andrews! This department is important to me because [YOUR REASON HERE]. What area is important to you? Show them some love during Giving Day and help them to unlock additional funds to support the work they do. Every gift counts, no matter the size. andrews.edu/go/givingday #Andrews150 #AUGivingDay

After Giving Day:

Did you see our Giving Day updates yesterday? It was quite a day! You all donated [amount] to [supported group]—that means [impact statement]! Thank you so much for supporting Andrews University students! #Andrews150 #AUGivingDay



SAMPLE CONTENT AND POSTS *continued*

INSTAGRAM

Before Giving Day begins:

Giving Day is back April 4–5! I plan to support @andrews_university [DEPT./SCHOOL/PROGRAM].

Link to donate: andrews.edu/go/givingday
#Andrews150 #AUGivingDay

During Giving Day:

Andrews Giving Day has officially kicked off! Join me in support of the Andrews student body. Every gift counts, no matter the size. andrews.edu/go/givingday
#Andrews150 #AUGivingDay

I just donated toward Giving Day at Andrews! It feels good. Every gift counts.
#Andrews150 #AUGivingDay


After Giving Day:

Did you see our Giving Day updates yesterday? It was quite a day! You all donated [amount] to [supported group]—that means [impact statement]! Thank you so much for supporting us!

TWITTER

Before Giving Day begins:

Andrews University's Giving Day is just around the corner. Mark your calendars for April 4 and get ready to sow seeds of opportunity. Let's make a difference together! 💙 #AUGivingDay #SaveTheDate

 The countdown has begun! In [X days], Andrews University celebrates 150 years with a special Giving Day to help students. Stay tuned for ways to get involved.

During Giving Day:

🌟 It's here! Today is Andrews University's Giving Day! Join me in sowing seeds of opportunity for our students. Let's make a difference together. 💙 #AUGivingDay #EverySeedCounts

💙 It's Giving Day at Andrews University, and I'm excited to be part of this incredible journey. Make your pledge today and support our students' dreams. 🎓
#AndrewsUniversity150 #AUGivingDay

After Giving Day:

🌱 Giving Day may be over, but the impact of your gifts will continue to grow. We're grateful for each pledge that will support our students and departments.



THANK YOU FOR YOUR SUPPORT



We wanted to extend a heartfelt thank you for your invaluable contribution as a Giving Day Ambassador. Your dedication to spreading the word about Andrews University's Giving Day is truly appreciated.

Your efforts will not only raise awareness but will also inspire others to join in the spirit of giving. Like gardeners planting seeds of hope and opportunity, we will help cultivate a culture of generosity within our community.

Thank you for sowing seeds of generosity and helping make Giving Day 2024 a success!

Warm regards,
The Andrews University Giving Day Team

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