

Day of Giving (DoG) Committee

Composed of dedicated and enthusiastic faculty, staff, volunteers, donors, and board members. This committee guides the planning effort, supports DoG, and helps spread the word. There's no limit (total number or by unit) to membership. The DoG Committee consists of at least:

- Representatives from each ETSU Academic/Administrative Unit
- ETSU Athletics
- University Advancement
- Information Technology Services (ITS)
- National Alumni Association/Alumni Board
- Faculty/Staff Senates
- Student Government Association
- Local Influencers

Responsibilities:

- Attend committee meetings (monthly, from December through April). We will likely have an extra meeting in late-March/early-April and we will offer one-on-one meetings for anyone who wants them.
- Act as a liaison with leadership, students, faculty, staff, and alumni of your particular unit to communicate details and to generate excitement/participation.
- Provide guidance and feedback to the Committee in conducting Day of Giving.
- Become an ETSU Day of Giving Advocate by signing up for an account on the GiveCampus platform AND doing at least one of the following (***but all three are preferred***):
 - Create a GiveCampus account
 - Make a gift (and consider making it a challenge/match).
 - Create a personal video plea.
 - Share a giving link from a social media button that results in at least 3 unique/new “clicks.”

Spread the word. Create excitement. Advocate. Participate