

ETSU Day of Giving - April 18, 2023

Talking Paper for Leadership

What is Day of Giving (DoG)? Marketing efforts and other activities designed to leverage modern means of communication (e-mail, web, social, video, etc.) to identify and engage donors and receive new/continuing annual support for ETSU. We intend this to be an annual event.

What is the Theme? Bucky and “Flat” Bucky (a mail-able magnet version) to promote Day of Giving. We will ask alumni/friends to take pictures with Bucky and post to social media using #FlatBucky and #ETSUDayofGiving. A video on a similar theme featuring the Marching Bucs will be produced to release just prior to Day of Giving. Title is tentatively “Get Fired Up for DoG.” We will run virtual competitions.

When Will This Take Place? April 18, 9:00 a.m. until April 19, 8:59 a.m.

What is the Goal? We aim to exceed 1000 donations during Day of Giving and striving for 100% participation from the Committee.

How Will We Achieve This? We’ll gamify the giving experience, add elements of competition, and develop a sense of urgency among all potential ETSU supporters. We’ll identify “lead gifts” & publicize those, offering early access to our closest friends and partners. We have a large, cross-university committee leading the initiative. Advancement will send a series of communications, asking all units, faculty, and staff to share with their alumni, friends, parents, partners, and friends.

Key Events (approximate dates):

- *April 3, 2023, Soft-launch* – committee, DoDs, Foundation, All-Stars, and leadership will be invited to create accounts, upload videos, and make matching/challenge gifts. TV/Radio spots begin.
- *April 10, 2023* – release video featuring Bucky (tentatively focused on Bucky’s Pantry).
- *April 10, 2023* – all faculty/staff will be invited to visit the GiveCampus portal to make gifts, post videos, and share.
- *Throughout DoG* – e-mails/social media posts; progress updates.
- *April 18, 2023, TBD* – promote graduation cords and student support
- *April 19, 2023, 11:30* – TBD, Alumni Assembly, Martin Center
- *April 21, 2023* – Thank You e-mail/video to all donors (cards/letters to follow).

How Can Leadership Help?

- Make sure your unit participates and has plans for April 18-19.
- Starting April 10:
 - Create an account: <https://www.givecampus.com/schools/EastTennesseeStateUniversity/etsu-day-of-giving-2022>
 - ***Make a gift***, preferably a match or challenge. Can also do by Payroll Deduction.
 - Consider encouraging faculty/staff in your unit to give.
 - Create and upload a personal plea video.
 - Follow @AdvanceETSU on Facebook, Instagram, and Twitter.
- April 18 – share your videos, share gifts you have made, leaderboards, heat maps, etc. using the social media, e-mail, and texting links provided on the portal.
- Help recognize achievements and thank all donors and advocates.