

ETSU DAY OF GIVING

COMMUNICATIONS & STYLE GUIDE



Executive Summary

Day of Giving (DoG) is a 24-hour online fundraising challenge that aims to rally groups of people around a particular region, cause, holiday/event, or place of education.

Days of Giving are a rising trend in university fundraising because they engage new donors and break traditional barriers to communication. They also very effectively use social media tools to connect with constituents and encourage financial contributions.

Background

ETSU participated in our first comprehensive and university-wide Day of Giving on April 17-18, 2019. We succeeded in increasing online giving and attracting 270 new donors to the university. DoG 2019 garnered 796 gifts totaling just over \$220K. DoG 2020 was cancelled, as we pivoted to Bucs Help Bucs.

In 2021, ETSU aims to build on past efforts. Day of Giving is scheduled for April 15, 2021, starting at 9:00 a.m. and running through 8:59 a.m. on April 16. We will continue to use an online giving platform (GiveCampus) that leverages vibrant graphics and videos, sharing, gamification, competition, a variety of giving methods (credit cards, ApplePay, bank transfers, etc.), and integrated social media.

2021 goals are to:

- **Disrupt** typical communications.
- **Excite** our audiences.
- **Facilitate** 800+ gifts.

We will grow the planning committee by including more people from all units on campus. Additionally, we plan to collaborate with Athletics and may actively involve coaches, assistants, and sports teams. This committee will help communicate activities to and among personal and professional networks, also utilizing organizational social media accounts and resources. The goal of the committee will be to disrupt the normal news/communication cycles and to generate excitement around support to ETSU.

This document provides and describes tools and resources for committee members and advocates to use leading up to and during ETSU Day of Giving.

Authority

This document applies to anyone assisting with the ETSU Day of Giving. It is meant to provide guidance for communicating/marketing DoG information in a consistent and accessible way.

In general, you should follow all guidance in the ETSU Style and Graphic Standards Manual produced by University Relations (https://www.etsu.edu/univrela/identity/design_standards.php). This document has been coordinated with ETSU University Relations.

The Day of Giving Mark

At right are two examples of the official ETSU Day of Giving mark. You are free to use these marks in any/all materials related to Day of Giving.

The mark is of a simple design, made up of the official colors of the university and signifies the comprehensive nature and approach of our university. We will use the same mark (with slight alterations) for at least the next two Days of Giving. The 2020 mark adds two stars on either side of the date, signifying our second year.

Make sure the mark stands out and has adequate spacing (at least ¼") from other marks. The mark is designed to have a white background. If you place the mark over a background other than white, make sure it's a predominantly solid background and that the mark is legible and distinct. Only use the black-and-white version when printing in black-and-white.



Day of Giving 2021 Themes

The primary marketing theme will involve “Flat Bucky” (right). This is based on “Flat Stanley,” which was developed by a grade school teacher in the 1990s. We will ask recipients to take Flat Bucky with them to events and locations, take photos, and post to social media using #FlatBucky and #ETSUDayofGiving. Posts will be displayed on social media channels but will also be aggregated and shown on our Day of Giving portal.

We will also use the theme of Bucky’s Treasure, referring primary to students but also to the area Bucky calls home.

Units are asked to build on these themes and share with their own networks, encouraging them to support by giving and by becoming advocates for ETSU and Day of Giving.



Resources

Committee and meeting materials are available on Google Drive at <https://tinyurl.com/DoG-Drive>

Electronic versions of marks and other resources are available from the DoG Toolkit at <https://www.etsu.edu/advancement/giving/dayofgiving.php> or by contacting dayofgiving@etsu.edu. Use only the official versions of day of giving resources.

Color Palette

ETSU Day of Giving will follow the same color palette laid out in the ETSU Style and Graphic Standards Manual.

The primary palette is reproduced at right for convenience, but refer to the Manual for specific information about using the complementary, bold, and neutral palettes.



NAVY

Pantone 282 C
C 100 M90 Y13 K68
R4 G30 B66
#041E42
Isacord #3355
Screen Print PMS
282



GOLD

Pantone 123 C
C 0 M19 Y89 K0
R255 G199 B44
#FFC72C
Isacord #0800
Screen Print PMS
1235

Fonts

ETSU Day of Giving will follow the same typography laid out in the ETSU Style and Graphic Standards Manual.

In addition to the fonts shown at right, you may also use Times New Roman and Helvetica

NORWESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZABCDEFGHIJKLMNPOQRSTUVWXYZ
&1234567890\$@#%*~().,;:!?/"

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~().,;:!?/"

ROBOTO SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~().,;:!?/"

ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~().,;:!?/"

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~().,;:!?/"