

# **ETSU DAY OF GIVING**

## **WORK & STYLE GUIDE**



## Executive Summary

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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

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ETSU participated in our first comprehensive and university-wide Day of Giving on April 17-18, 2019. Before that, we celebrated GivingTuesday. Here's a re-cap of our efforts over the years:

- 2016-17; 650; \$48.2K
- 2017-18; 716; \$64K
- 2018-19; Goal of 350; 796; \$216K
- 2019-20; 796; \$130.2K (Bucs Help Bucs; no goal set)
- 2020-21; Goal of 800; Earned 875; \$307K
- 2021-22; Goal of 900; Earned 1,056; \$320K
- 2022-23; Goal of 1,000; TBD

In 2023, ETSU aims to build on past efforts. Day of Giving is scheduled for April 18, 2023, starting at 9:00 a.m. and running through 8:59 a.m. on April 19. 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, PayPal, ApplePay, bank transfers, etc.), and integrated social media.

2023 goals are to:

- ***Disrupt*** typical communications.
- ***Excite*** our audiences.
- ***Facilitate*** 1,000+ gifts.
- ***Exceed*** \$320K.

We will grow the planning committee by including more people from all units on campus. We continue 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. Additionally, we will add more student representation to the committee, as we will continue soliciting students. We will emphasize students should only give if they feel able, gifts of any amounts, and will provide non-financial ways for them to help if they cannot give.

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

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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/umc/identity/default.php>). This document has been coordinated with ETSU University Relations.

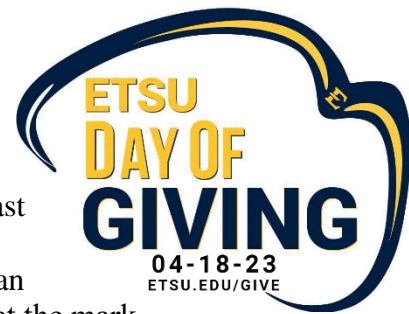
## The Day of Giving Mark

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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.

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 2023 Themes

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The primary marketing theme involves “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.

Units are asked to build on this theme 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 the Google Drive at [www.etsu.edu/DoGCommittee](http://www.etsu.edu/DoGCommittee).

Electronic versions of marks and other resources are available from the DoG Toolkit at [www.etsu.edu/dayofgiving](http://www.etsu.edu/dayofgiving) or by contacting [dayofgiving@etsu.edu](mailto: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 below, you may also use Times New Roman and Helvetica.

