GIVING COUGS DAY

2018 Toolkit
2018 CAMPAIGN

As a digital campaign, Giving Cougsday relies on the concerted effort of BYU campus communicators to spread the message and invite their alumni, staff, and students to donate. We aim to reach potential donors through email, social media, and websites.

Timeline

- **October 29–November 17:** Help explain what #GivingCougsday is and where it came from, share social media posts and emails about how donations make a difference. Post once or twice a week during high-traffic hours using hashtags that will increase the posts’ likelihood of being seen.

- **November 19–24:** The week of Thanksgiving, schedule two or three social media posts and at least one email, all of which should include a link to the giving page, give.byu.edu/givingcougsday. Many people will be off work and will be spending time with family, so this will be a key week for increasing the campaign’s visibility.

- **November 27:** It’s Giving Cougsday! Boost your post and include the link to the giving page, give.byu.edu/givingcougsday, to make sure it’s visible.

- **November 28, 29:** Report on the success of the campaign. Please share the news.
Download logos at give.byu.edu/givingcougsgivingday

Giving Tuesday logos at https://www.givingtuesday.org/logos
Subject: #GivingCougsday is back!
To: recipient@byu.edu
From: BYU Annual Giving

In 2012, BYU alum Aaron Sherinian helped the U.N. Foundation start a new worldwide day of giving called #GivingTuesday. Last year, BYU alumni and friends made it our own with #GivingCougsday, which brought in nearly $200,000 for the university. Now we want to make #GivingCougsday bigger and better than ever!

But without your help, #GivingCougsday is just another wannabe holiday—like National Doughnut Day. We need your help to make it a success. Here’s what you can do:

1. Mark your calendar for November 27 and plan to visit donate.byu.edu/givingcougsday to donate on that day.
2. Tell your friends, especially BYU alumni, about Giving Cougsday.
3. Post something on social media. Did you receive a scholarship? Were you blessed by donated funds? Post on Facebook, Instagram, or Twitter with the hashtag #GivingCougsday and tell us how. And like the BYU Annual Giving Facebook page to hear more.

Together, we can make this year’s Cougsday one for the record books. Let’s see just how generous and passionate BYU alumni, friends, and fans really are!

Subject: What Difference Did #GivingCougsday Make Last Year?
To: recipient@byu.edu
From: BYU Annual Giving

When you donate to BYU, your gift goes a long way. And when BYU alumni and friends gave nearly $200,000 on #GivingCougsday last year, it was huge for the university, helping to create dozens of scholarships, mentorships, fellowships, and more.

Let’s make an even bigger difference in 2018! Mark your calendar and make a gift on November 27—#GivingCougsday—and share the news with fellow BYU alumni and friends.
Keep the tone fun and conversational—i.e. use second person and tasteful humor. Email content should be brief and include links to the Giving Cougsday giving website, give.byu.edu/givingcougsday

Subject: It's #GivingCougsday—Don't Let it Slip By!
To: recipient@byu.edu
From: BYU Annual Giving

#GivingCougsday is here! Sorry, you don’t get the day off work—but you do have a chance join with your fellow Cougars in blessing the students of BYU. The goal is to finish the day with 2,000 donors!

So what are you waiting for? Visit the website, make a donation, and encourage your friends and fellow BYU fans to give as well!

Subject: We Did It!
To: recipient@byu.edu
From: BYU Annual Giving

Hey, way to go! With thousands of other friends, alumni, employees, and students, a total of more than [[####]] people donated to BYU on Giving Cougsday!

#GivingCougsday isn’t just about goals and dollars. It’s about changing the lives of students who truly need our help to achieve their educational goals. On their behalf, please accept a huge “Thank you” for making the first-ever #GivingCougsday a success!

Subject: So Close!
To: recipient@byu.edu
From: BYU Annual Giving

Congratulations—we raised [$$,$$$] from [###] donors, coming ever so close to our goal!

Of course, #GivingCougsday isn’t just about goals and dollars raised. It’s about changing the lives of students who truly need our help to achieve their educational goals. On their behalf, thank you for making #Giving-Cougsday a success!
It’s coming! On #GivingCougsday (November 27), BYU fans are coming together to try to set a single-day record for gifts to BYU Annual Giving. So mark your calendar and plan to give!

Heard of #GivingTuesday? How about #GivingCougsday? On November 27, you can bless students with a gift to BYU. So mark your calendar today and plan to make a gift!

Pumped about #GivingCougsday? Same here! Help us reach our goal of 2,000 donors on the Tuesday after Thanksgiving. Plan to give on November 27!
It’s almost here! Celebrate #GivingCougsday in style by donating to BYU on November 27. Mark your calendar and help us meet our goal of 1,000 donors!

Anyone else excited for #GivingCougsday on November 27? Help set a new single-day record for donors and donations to BYU!

Got #GivingCougsday marked on your calendar? Make a donation to BYU on November 27 and pass the word so we can reach our 1,000-donor goal!

Rise and shout on November 27! #GivingCougsday is a chance to help set a new record for BYU Annual Giving donations and donors in a single 24-hour period. Mark your calendar and make a gift!

Remember how hard it was to be a college student? On November 27, help raise $30,000 for #GivingCougsday and bless the students of BYU.

#GivingCougsday is here! So what are you waiting for? Help us cross the finish line with 1,000 donors—make a gift now at give.byu.edu/givingcougsday!

Pair Facebook posts with candid, enthusiastic images to match the flavor of the campaign. Keep hashtags, third-party links, and videos to a minimum to increase organic reach. Use the giving link on the day-of post (if you choose to do one). Post during high-traffic events—football games, for example.
Heard of #GivingTuesday? How about #GivingCOUGSday? On November 27, you can help set a new record for single-day annual giving donations to BYU. Mark your calendar and plan to make a gift! #givingtuesday #philanthropy #donation #giving #byu #RepTheY

It’s coming!! On #GivingCougsgiving, November 27, BYU fans are coming together to set a single-day record for donations and donors. So mark your calendar and plan to give! #givingtuesday #philanthropy #donation #giving #byu #RepTheY

It’s almost here! Celebrate #GivingCougsgiving in style by helping to set a new single-day BYU donation and donor record. Mark your calendar and help us meet our goal! #givingtuesday #philanthropy #donation #giving #byu #RepTheY

Anyone else excited for #GivingCougsgiving on November 27? Help set a new single-day donation record for BYU Annual Giving! #byu #fundraising #philanthropy #givingtuesday #gocougs #RepTheY

Pumped about #GivingCougsgiving? Of course you are! Help us set a new single-day donation record for BYU. Mark November 27 on your calendar and plan to give! #givingtuesday #philanthropy #donation #giving #RepTheY

Got #GivingCougsgiving marked on your calendar? Make a donation to BYU on November 27 and help set a new record for single-day record for BYU Annual Giving! #byu #givingtuesday #donation #philanthropy #RepTheY

Remember how hard it was to be a college student? On November 27, help set a new donation record for #GivingCougsgiving and bless the students of BYU. #givingtuesday #philanthropy #donation #giving #RepTheY

#GivingCougsgiving is here! So what are you waiting for? Help us cross the finish line and set a new record for BYU Annual Giving—make a gift now! #givingtuesday #philanthropy #donation #giving #RepTheY

Use appropriate hashtags on Instagram, again pairing the posts with upbeat, energetic images.
Heard of #GivingTuesday? How about #GivingCougsday? Help set a new giving record for BYU. Plan to give on Nov. 27!
#givingtuesday #RepTheY

It’s coming! #GivingCougsday, Nov. 27—mark your calendar & plan to give! #givingtuesday #BYU #RepTheY

Celebrate #GivingCougsday & set a giving record for BYU on Nov. 27. #givingtuesday #philanthropy #donation #giving #byu
#RepTheY

Excited for #GivingCougsday on Nov. 27? Help set a record for single-day donations to BYU! #givingtuesday #gocougs
#RepTheY

Pumped about #GivingCougsday? Who isn’t? Plan to give on Nov 28! #givingtuesday #philanthropy #donation #giving #RepTheY

Got #GivingCougsday on your calendar? Donate to BYU on Nov. 27 & help set a single-day giving record! #givingtuesday

Remember how hard it was to be a college student? On #GivingCougsday, Nov. 28, help BYU students by donating.
#givingtuesday

It’s #GivingCougsday! Make a gift to BYU & help us cross the finish line! give.byu.edu/givingcougsday #givingtuesday

Use appropriate hashtags on Twitter and post during high-traffic times using hashtags that will increase visibility with your target audience—BYU enthusiasts e.g., #gocougs, #RepTheY, #BYU.
LDS Philanthropies is a department of The Church of Jesus Christ of Latter-day Saints that encourages and facilitates philanthropic support for programs and charities affiliated with the Church, including Brigham Young University. Visit ldsp.org for more information.