

UW BOTHELL CHAMPION TOOLKIT

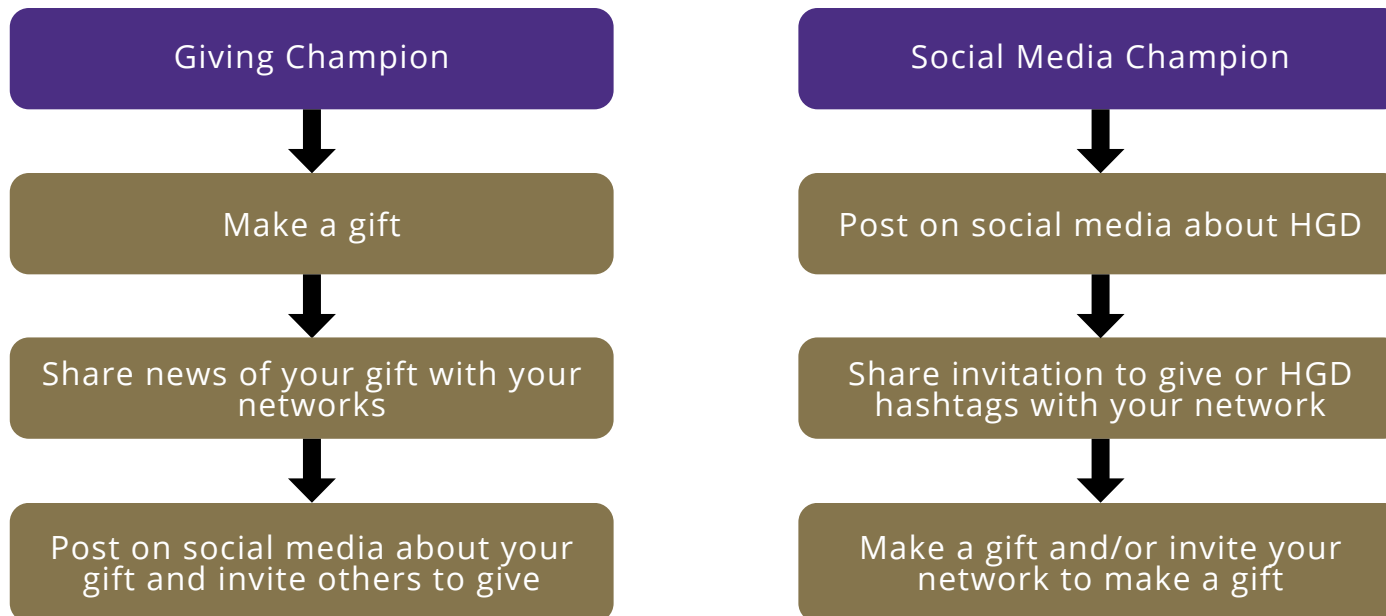
HUSKY GIVING DAY 2024

There are many ways to participate in Husky Giving Day. You can be a champion for UW Bothell in two big ways:

- Make a gift
- Share your UW Bothell story with your networks

No matter where you start, the tips on the next pages will help you create your own Husky Giving Day messages.

Volunteers like you are essential to the success of Husky Giving Day on April 4, 2024. Thank you for being a part of the UW Bothell community!



ABOUT HUSKY GIVING DAY

The University of Washington's annual tri-campus Husky Giving Day will be held on Thursday, April 4, 2024. Husky Giving Day is a 24-hour celebration of giving during which alumni and friends of the University of Washington come together to support the people, programs, projects and causes they care about.

Our greatest strength is our community. We hope to inspire UW Bothell alumni and friends around the world to participate in the power of philanthropy.

On April 4, donors will be able to track campaign progress via a dynamic leaderboard that shares the total number of gifts and which areas are receiving support. Preliminary results will be shared on April 5. The UW Bothell alumni social media accounts will be posting HGD updates throughout March and on April 4. Feel free to share these posts too — every like or share will help us spread the word!

HOW TO SPREAD THE WORD ABOUT HUSKY GIVING DAY

01



PROMOTE HUSKY GIVING DAY BEFORE APRIL 4

Let your friends and family know that you'll be participating by sharing a link to the Giving Day website on your social media accounts.

Promoting the event will help raise awareness for those in your network who also have a connection with UW Bothell.

02



JOIN THE DIGITAL CONVERSATION

Connect with other supporters talking about Husky Giving Day by using the hashtags [#uwbothellgivingday](#) and [#uwbothellgivingday](#).

03



UPDATE YOUR SOCIAL PROFILES WITH UW BOTHELL HGD BADGES & BANNERS

Download our Facebook profile image frame, profile icons for Twitter and Instagram and cover images for Facebook and Twitter.

04



BE LOUD & PROUD ON APRIL 4

Keep your networks in the loop by sharing updates throughout the day. Worried you'll overwhelm your family and friends? See the FAQs below for tips on how to narrow your audience.

05



TELL YOUR NETWORK WHY YOU CARE ABOUT UW BOTHELL

Share your own story about how UW Bothell has positively impacted your life and why you choose UW Bothell.

GETTING STARTED

TODAY

- Read through this guide and familiarize yourself with the Husky Giving Day messaging and social media tips.
- Follow the University of Washington Bothell on Facebook, Twitter, Instagram and LinkedIn. We also recommend following your favorite school or program to see their updates.

MARCH 29 - APRIL 4

- Tell your family, friends and social network that Husky Giving Day is coming!
- Share the Husky Giving Day website on your social accounts and remind your network how they can make a difference.

APRIL 3 & 4

- Update your Facebook, Twitter and Instagram profile pictures and cover photos with Husky Giving Day images.
- Make your gift
- Post throughout the day on social media, re-share UW Bothell's posts or invite your contacts to join you in supporting UW Bothell.
- Throughout the day, be sure to check the social media accounts for UW Bothell schools, departments and programs. We will be sharing fun content and alumni memories all day on April 4.
- If you see that someone you know makes a gift to UW Bothell, send them a thank you message.

APRIL 5

- Thank your network for being part of Husky Giving Day. Share the results for UW Bothell or for the programs you supported. Celebrate your community and their generosity! And take a moment to reflect on all you've helped make possible for UW Bothell students.

SAMPLE SOCIAL MEDIA CONTENT AND LANGUAGE

When you post on social media about your philanthropy or your UW Bothell experience, you inspire others to give! Be sure to use the hashtags #uwbhuskygivingday. That way, you can connect with a larger community to share stories and excitement.

Below are sample posts to help you get started. These are meant as inspiration. Feel free to get creative, or copy and paste as you'd like. You can also use the Husky Giving Day badge in your post.



uwbsesofficial We are halfway through #HuskyGivingDay ! Thank you to everyone who has donated so far and has supported #UWBSSES !

You have until 11:00 AM TOMORROW to donate through our giving link in our bio! 💜🐾
#uwbproud



uwbsesofficial Our students here at #UWBSSES work together to help each other out whenever they need it. Today during #HuskyGivingDay you can support future educators like Maddy!

Our giving day link is in our bio! Please check that out and share the hashtags
#HuskyGivingDay #UWBSSES #uwbproud !

HASHTAGS

#uwbhuskygivingday

Alumni: #uwbproud

SES: #UWBSSES

IAS: #UWBSIAS

SNHS: #UWBSNHS

BUS: #UWBBUS

STEM: #UWBSTEM



The Elementary Education cohort supports each other through all the adventures of becoming a new teacher. You see the same faces in your classes and your practicum which creates a sense of familiarity and belonging within the program.

Madeline (Maddy) Joyce
Elementary Education Major

@uwbsesofficial



uwbsesofficial Have you checked out our #HuskyGivingDay page? Our giving link is in our bio!!

Please help support #UWBSSES and our students! Thank you for all of your support! 💜
#uwbproud



FACEBOOK SAMPLE TEXT

PRE-EVENT

Save the date: April 4 is #uwbhuskygivingday! At UW Bothell, our greatest strength is our community. That's why this incredible day will start and end with all of us.[INSERT GIVING WEBSITE LINK]

APRIL 4

I support UW Bothell because they are expanding possibilities for every student [or INSERT YOUR OWN REASON]. Join me by giving to the people, programs and causes you care about. [INSERT GIVING WEBSITE LINK]
#uwbhuskygivingday

POST-EVENT

We did it! Thanks to you, UW Bothell [INSERT A DATA POINT like "welcomed X new donors" or "raised \$X for students"] and made #uwbhuskygivingday a huge success.



LINKEDIN SAMPLE TEXT

PRE-EVENT

Save the date: April 4 is #uwbuskygivingday At UW Bothell, our greatest strength is our community. That's why this incredible day will start and end with all of us.[INSERT GIVING WEBSITE LINK]

APRIL 4

I support UW Bothell because the work being done here changes lives [or INSERT YOUR OWN REASON]. Join me by giving to the people, programs and causes you care about most. [INSERT GIVING WEBSITE LINK] #uwbuskygivingday

POST-EVENT

We did it! Thanks to you, we [INSERT A DATA POINT like "welcomed X new donors" or "raised \$X for students"] and made #uwbuskygivingday a huge success.



TWITTER SAMPLE TEXT

PRE-EVENT

On April 4, we're setting our sights on new possibilities for #uwbhuskygivingday! Join us for 24 hours of celebrating the @UWBothell's greatest strength: our community. [INSERT GIVING WEBSITE LINK]

APRIL 4

It's #uwbhuskygivingday! Today I gave to [sample: the Student Emergency Fund to help students weather challenges and focus on their education]. Join me by supporting the @UWBothell people, programs and causes you care about most. [INSERT GIVING WEBSITE LINK]

POST-EVENT

Only 8 more hours left to show your support for @UWBothell on #uwbhuskygivingday! [INSERT GIVING WEBSITE LINK]



INSTAGRAM SAMPLE TEXT

PRE-EVENT

Save the date: April 4 is #uwbhuskygivingday! At UW Bothell, our greatest strength is our community. That's why this incredible day will start and end with all of us. Link in my bio to get involved! [INSERT GIVING WEBSITE LINK]

APRIL 4

I support UW Bothell because the work being done here changes lives or [INSERT YOUR OWN REASON]. Join me by giving to the people, programs and causes you care about most — just tap the link in my bio. [INSERT GIVING WEBSITE LINK IN YOUR BIO] #uwbhuskygivingday

POST-EVENT

We did it! Thanks to you, UW Bothell [INSERT A DATA POINT like “welcomed X new donors” or “raised \$X for students”] and made #uwbhuskygivingday a huge success.

SOCIAL MEDIA FAQs

WHERE SHOULD I POST?

Post on your personal social media pages, as well as on any UW or UW Bothell pages or groups to which you belong. UW Bothell will be sharing content about Husky Giving Day on Facebook, Twitter, Instagram and LinkedIn. Participating schools and programs will post to their networks as well.

WHEN SHOULD I USE THE HASHTAGS #UWBHUSKYGIVINGDAY?

In every post, please! Keep the conversation going across all social channels by using the hashtag as part of your post [sample: Excited for UW Bothell #uwbhuskygivingday!] or adding it after your message.

WHAT IF I DON'T KNOW WHAT TO POST?

See our sample posts above for inspiration. When in doubt, visit the UW Bothell social media accounts to share their content. You could also add your own comment to help us spread the word.

WHAT IF I'M WORRIED ABOUT SPAMMING MY FACEBOOK FRIENDS?

That's understandable, but there's a solution. Although we think everyone should hear about the awesome work happening at UW Bothell, we recognize that not all of your friends will have as close a connection to UW Bothell as you do.

When you create a post, there's a gray box to the left of "Post" that sets the audience. Click on the box, choose "See All," and select "University of Washington." This will limit the audience for your post to those of your friends who list the UW on their profiles. (You can also limit to "University of Washington Bothell" if you like, but selecting "University of Washington" will help you tap into our tri-campus community!) Please note that this audience setting will stay active until you change it back.

HOW OFTEN SHOULD I POST?

That's up to you! We recommend that you start by posting at least once on three key dates: March 29, April 3 and April 4. Our general guidelines are to post one to three times before Husky Giving Day to help promote the event, then at least twice on April 4.

Of course, you're also welcome to give your friends and family more frequent updates on Husky Giving Day.

OTHER QUESTIONS?

Please contact the UW Bothell Husky Giving Day team at uwbgive@uw.edu.

Thank you for being a #uwbhuskygivingday champion!