**ETSU Day of Giving**

**April 22, 2020**

**Background Paper for ETSU 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?** We will be using Bucky and “Flat” Bucky (a mail-able 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 will be produced to release just prior to Day of Giving. On April 22, we will conduct about 5 “scavenger hunts” on campus, to locate Bucky’s treasure. Winners will get to direct some amount of funding to ETSU areas.

**When Will This Take Place**? April 22, 9:00 a.m. until April 23, 8:59 a.m.

**What is the Goal**? We aim to exceed 600 donations during Day of Giving.

**How Will We Achieve This**? We will apply techniques/tools to build excitement, gamify the giving experience, add elements of competition, and develop a sense of urgency among all potential ETSU supporters. We have a cross-university committee leading the initiative. Advancement will send a series of e-mails and social media posts centrally and we are asking all units, faculty, and staff to share with their alumni, friends, parents, partners, and friends.

**Key Events:**

* *April 15, 2020, Soft-launch* – leadership, Day of Giving Committee, & student ambassadors will be invited to create online accounts, make plea videos, and consider matching/challenge gifts.
* *April 17, 2020, 1 p.m.* – release video featuring Dr. Noland and Bucky.
* *April 21, 2020, 10* a.m. – 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 23, 2020, 9:30 a.m.* – Thank You e-mail/video to all donors (cards/letters to follow).

**How Can Leadership Help?**

* Make sure your unit is participating and has plans for April 17-18.
* Starting April 15:
	+ Create an account: [link TBD].
	+ Consider making a gift, preferably a match or challenge. Can also do by Payroll Deduction.
	+ Create and upload a personal plea video.
	+ Follow @AdvanceETSU on Facebook and Instagram.
* April 22– 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 our achievements and thank all donors.