**ETSU Day of Giving**

**April 15, 2021**

**Talking Paper**

**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 use 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. We may consider virtual competitions. Winners will get to direct some amount of funding to ETSU areas.

**When Will This Take Place**? April 15, 9:00 a.m. until April 16, 8:59 a.m.

**What is the Goal**? We aim to exceed 800 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 8, 2021, 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 9, 2021, 10 a.m.* – release video featuring Dr. Noland and Bucky.
* *April 13, 2021, 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 16, 2021, noon* – Thank You e-mail/video to all donors (cards/letters to follow).

**How Can Leadership Help?**

* Make sure your unit participates and has plans for April 15-16.
* Starting April 8:
	+ 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, Instagram, and Twitter.
* April 15– 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 achievements and thank all donors.