

UNIVERSITY OF MARYLAND
GIVING DAY
3 • 8 • 17

ON MARCH 8, MARYLAND WILL HOST GIVING DAY, a 24-hour (starting at midnight EST on March 8) giving challenge to support student scholarships, academic programs and campus initiatives. As key communicators on campus, you can ensure the success of this effort by spreading the word to your students, faculty, staff and alumni audiences.

Donors can choose from dozens of giving options, including schools and colleges, athletics, libraries, performing arts, as well as Greek and student organizations. **To encourage activity and provide an incentive, an online leaderboard will display progress throughout the day as units compete for a total of \$70,000 in matching funds.** Each of the 24 participating units will earn matching funds based on the percentage of dollars raised and number of gifts gathered. Also, matching funds are available through the hourly, Greek life and student organization challenges.

MESSAGING

- Gifts to arts, scholarships, research, world-class facilities and more allow students and faculty to pursue fearless ideas.
- Students at Maryland face \$57 million in unmet need this year. Scholarship gifts can help.
- Scholarships are essential to recruiting the best students to Maryland.
- Faculty support helps us recruit and retain great faculty.
- Gaining more alumni donors improves UMD's U.S. News & World Report ranking.

PRE-PROMOTION (Feb. 13 -March 7)

- **Content:** Create your own or share the promotional graphics and sample posts/tweets available on the Toolkit tab at givingday.umd.edu.
- **Social Media:** Engage your audience by sharing images and messages. Feature the Giving Day cover photo on your social media accounts.
- **Web:** Add a Giving Day image to your website that hyperlinks to givingday.umd.edu.
- **Twitter:** Follow @[@givingdayumd](https://twitter.com/givingdayumd) and look for Giving Day content and retweet.
- **Faculty and Staff:** Encourage your colleagues to give between 11 a.m. and 1 p.m. or 4 and 5 p.m. on March 8 to earn matching funds.

GIVING DAY (March 8)

- **Goal:** Set goal for your unit and give regular updates on progress.
- **Social Media:** Repost or retweet UMD Facebook and Twitter messages. Focus on rallying your audience at key times in an effort to win hourly challenges.
- **Email:** If you have access to your constituent email list, send a note between midnight and 10 a.m., between 4 and 6 p.m., or after 9 p.m.
- **Videos:** Create short (20-second) videos to create a buzz on campus and among external audiences. Show what private support makes possible at UMD.
- **VIPs:** Leverage celebrities and influencers on social media who follow you and ask them to get the word out.
- Designate a staff member to monitor social media on Giving Day.
 - Say thank you on social media; post shout-outs to donors or groups when they make a gift.
 - Retweet @UofMaryland and @givingdayUMD tweets.

FOR MORE INFORMATION

Contact Brian Logue, senior director of annual giving, at 301.405.4408 or blogue@umd.edu.

