

Workshop #1  
January 23, 2023

# Dang DAY OF Giving



# Agenda

- ▶ Welcome and Introductions
- ▶ Dawg Day of Giving Overview
- ▶ Campaign Phases
- ▶ How You Can Join In!
- ▶ Digital Toolkit
- ▶ What's Next?
- ▶ Questions



# Overview

**WHEN:** March 30, 2023

**WHAT:** Dawg Day of Giving is one exciting 24-hour, unified fundraising effort calling on the University of Georgia community to come together to support UGA.

**WHY:** To elevate private support to UGA, enhance the excitement of giving, and increase our alumni participation rate which factors into *U.S. News & World Report* rankings.



# Overview

**WHO CAN DONATE?:** We're calling all Dawgs—alumni, donors, students, faculty, staff, parents and friends—to make a gift!

**WHAT GIFTS COUNT?:** All gifts—regardless of designation—made through any channel tied to a Giving Day marketing effort, the Giving Day donation form, and on Giving Day itself will count in Dawg Day of Giving totals.





**GOAL = 10,000 Gifts!**

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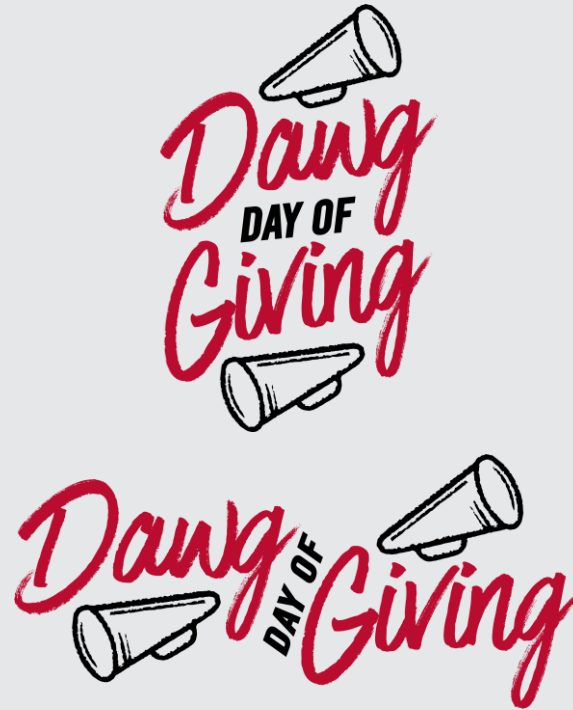


# New Brand & Voice

## New Narrative

When tens of thousands of voices join together to Call the Dawgs on a fall Saturday in Athens, it creates one of college football's most iconic moments. But Calling the Dawgs doesn't just happen in Sanford Stadium. It happens the world over—whenever and wherever Bulldogs come together. And when that happens, the result is even more powerful. *(excerpt)*

## New Promo Mark



## New Graphics



**NEW STYLE GUIDE** *(coming soon)*



# Campaign Phases



## Save the Date

*December – early  
March*



## Early Giving

*March 23-29*



## Dawg Day of Giving

*March 30*



## Stewardship

*Begins March 31*



# **SAVE-THE-DATE PHASE**

## ***December – Early March***

<b>CENTRAL ROLE</b>	<b>YOUR ROLE</b>
<b>VIP SWAG Mailing</b> <ul style="list-style-type: none"><li>▪ Alumni Boards, Dean's Councils, etc.</li><li>▪ Chapter Leaders</li><li>▪ High-level volunteers</li></ul>	<b>Start planning for Giving Day. Be fun and creative about it!</b> <ul style="list-style-type: none"><li>▪ Campus presence</li><li>▪ Challenge gift</li><li>▪ Social media activity</li><li>▪ Craft your case for support</li></ul>
<b>Inclusion in February Bulldog Bulletin</b>	<b>Plug Giving Day in your communications</b> (alumni newsletters, social media, etc.)
<b>Presentations to key stakeholder groups:</b> <ul style="list-style-type: none"><li>▪ Alumni Association Board of Directors (Jan. 27)</li><li>▪ Parents Leadership Council Spring Weekend (Feb. 10-11)</li><li>▪ Board of Trustees (Feb. 23-24)</li><li>▪ Alumni Leadership Assembly (Feb. 24-25)</li></ul>	<b>Start engaging your leadership, volunteers, student groups, and VIBs about how they can help</b>
<b>Digital toolkit distribution to campus partners</b>	<b>Speak about Giving Day in upcoming board meetings</b>

# Very Important Bulldogs (VIBs)

## Who

Boards

Councils

UGA/SCUD  
Leadership

Key Stakeholders

Volunteers



## What/When

VIB Mailing  
March 1

Early Giving Phase  
March 23-29

SCUD Board Meetings  
January – March



## Next Steps

Put a list of your VIBs together

Annual Giving will reach out to  
collect your list

Educate your boards/councils  
about Dawg Day of Giving



# **EARLY GIVING PHASE**

## ***March 23-29***

<b>CENTRAL ROLE</b>	<b>YOUR ROLE</b>
<b>Inclusion in March Bulldog Bulletin and Student Alumni Council Newsletter</b>	<b>Continue plugging Giving Day in your communications</b>
<b>Georgia Magazine remittance envelope + full page ad</b>	<b>Ask your volunteers and VIBs to make their gift early</b>
<b>Giving Day Direct Mailing</b>	<b>Attend the next Giving Day workshop on March 2</b>
<b>Emails sent on 3/23 + 3/29</b> <ul style="list-style-type: none"><li>▪ General: save-the-date message</li><li>▪ VIB: calls-to-action</li></ul>	<b>Request your swag! Details forthcoming.</b>
<b>Giving Day website activated for early giving</b>	<b>Build anticipation by posting on social media, especially as 3/30 draws closer</b>
<b>Swag distribution to campus partners</b>	
<b>Social media posts, including hype video, and campus signage</b>	

# Email Blackout Period

*March 9 – April 1*



## OK to Send

- ▶ Informational emails to key stakeholders or internal audiences
- ▶ Targeted emails with limited audiences
- ▶ Event invitations
- ▶ Communication with admitted students



## Do Not Send

- ▶ Full file emails
- ▶ Solicitation emails
- ▶ Non-critical informational emails



# Digital Dawgs

[alumni.uga.edu/digitaldawgs](https://alumni.uga.edu/digitaldawgs)



*Help us make sure Bulldogs  
Never Bark Alone*

- UGA's official social media ambassadors
- Anyone can sign up!
- Earn points for posting and promoting
- Prizes will be awarded for the top Digital Dawgs on Dawg Day of Giving
- Promote to your alumni ahead of March 30



# **DAWG DAY OF GIVING**

## ***March 30***

<b>CENTRAL ROLE</b>	<b>YOUR ROLE</b>
<b>Five email blasts</b> <ul style="list-style-type: none"><li>▪ 12am, 8am, 12pm, 4pm, 9pm</li></ul>	<b>HAVE FUN WITH IT!</b>
<b>10-hour day of student ambassador calling</b>	<b>Have your volunteers and VIBs post on social and spread the message</b>
<b>Engagement Center Texting</b>	<b>Have a presence on campus</b>
<b>High social media presence on UGA Alumni Association accounts (Twitter, Insta, FB) and digital advertising</b>	<b>Blow up social media by posting organic content and re-sharing from UGA Alumni Association accounts</b> <i>(continue to follow USG rules as it relates to TikTok usage)</i>
<b>Senior Signature and student engagement in Tate Plaza and around campus</b>	
<b>Alumni Chapter and Council Challenge</b>	
<b>Campus signage</b>	



Sonia Altizer  
@altizer\_sonia

At our @UGAEcology Giving Day table today to raise support and awareness for Ecology's new Undergraduate Student Fund to support student travel, research, study away, and experiential learning!  
#GivingDay #ecodawgs #studentsupport



# #CallingAllDawgs

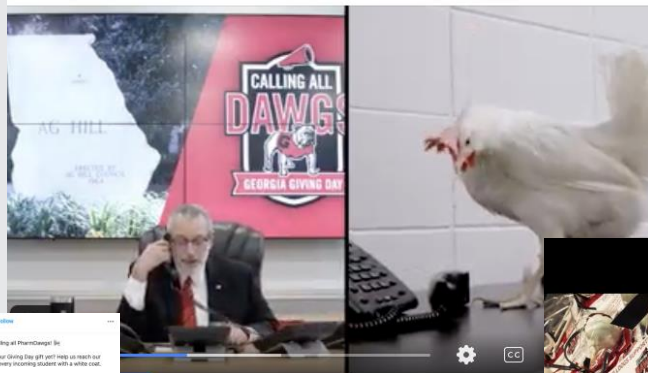
## 2022 SOCIAL POST EXAMPLES



UGA College of Agricultural and Environmental Sciences

March 31, 2022 ·

Make the call, because when Bulldogs come together, we innovate, we strengthen communities and we build a better quality of life — for everyone.  
That's why we're #CallingAllDawgs to participate in Giving Day, TODAY, March 31.  
Choose the CAES Deans' Promise Fund to show your support for CAES: <https://t.uga.edu/7TI> ...  
See more



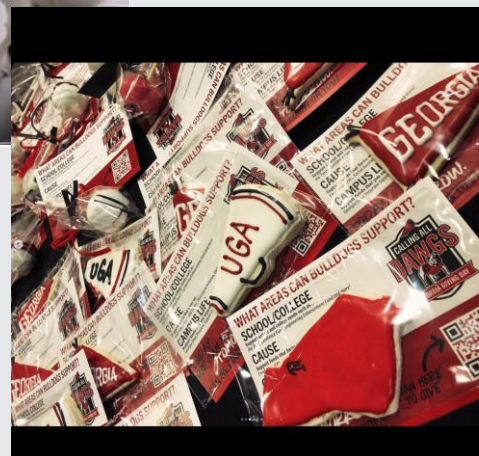
Terry College of Business

March 31, 2022 ·

IT'S GEORGIA GIVING DAY!  
Every Dawg matters. Every gift counts. We're calling all Terry Dawgs to make a gift and support UGA and Terry before midnight tonight!  
<https://gail.uga.edu/givingday?scu=TCOB>



Georgia Giving Day.  
For UGA's first Georgia Giving Day. Will you answer the call?



# Central Challenges\*

## Dawg Day of Giving Challenge

*Unlock \$10,000 to UGA's Greatest Needs when we reach 10,000 gifts.*

## 50 States Challenge

*Unlock \$5,000 to UGA's Greatest Needs when we secure gifts from all 50 states in the USA.*

## Board Challenge

*Unlock \$2,500 to your SCUD when you reach 100% board giving.*

## 1st Time Donor Challenge

*Unlock \$5,000 to UGA's Greatest Needs when we reach 1,500 gifts from first time donors to the university.*

## Student Challenge

*Unlock \$5,000 to UGA (fund TBD) when we reach 800 gifts from students.*

## Faculty/Staff Challenge

*Unlock \$5,000 to UGA (fund TBD) when we reach 850 gifts from faculty/staff.*

## Young Alumni Challenge

*Unlock \$5,000 to UGA (fund TBD) when we reach 3,000 gifts from young alumni.*

## SCUD Matching Gift Challenges

**(5 challenges in total)**

*Unlock \$5,000, \$2,500 and \$1,000 to the top 3 schools/colleges and units based on number of gifts. Schools/Colleges will be categorized by large, medium and small sizes and units will be categorized by large and small.*

*\*Challenges are still TBD and will be finalized closer to time.*



# SCUD Challenges

Optional to have 1 Challenge per school, college, unit or division

- ▶ Challenge **MUST** be goal based (either Number of Gifts or Revenue Amount to a single fund or all funds within a single SCUD)
- ▶ All challenges must be finalized with central annual giving by February 1
- ▶ Challenge gift cash or commitment **MUST** be processed prior to March 30, 2023



# Dawg Day of Giving Swag

## Email Promotions

- 📌 12 a.m. - Sticker
- 📌 8 a.m. – Face tattoo
- 📌 12 p.m. – No swag
- 📌 4 p.m. – Koozie
- 📌 9 p.m. – Key chain

## Tabling Items

- 📌 Pom poms
- 📌 Stickers
- 📌 T-shirts (for volunteers only)
- 📌 Beads
- 📌 Buttons
- 📌 Handbills
- 📌 Campus yard signs
- 📌 Photo props (purchased by SCUD)
- 📌 Customized disposable water bottles

## Special Groups

- 📌 Lapel pins (Trustees, Alumni Board, ALA, Student Volunteers)
- 📌 Die cut buttons (Students)



# Dawg Day of Giving Alumni Chapters and Councils Challenge

Activity	Points
Opt-in to the Dawg Day of Giving Chapters and Council Challenge via form by March 5	1 Point
Chapter leaders and Council member donations	1 Point
Use the provided Social Media toolkit to help promote Dawg Day of Giving- tag @ugaalumni on each post/story	1 Point
Promote Dawg Day of Giving on your alumni listserv	1 Point
Create and post unique social media content	2 Points per Story
Create a social engagement strategy with posting dates and upload to the Dawg Day of Giving Challenge form	5 Points
Create and share videos from an alumnus on why they give to UGA and encourage other alumni to give to a UGA cause	5 Points
Share a thank you message with local alumni about Dawg Day of Giving results	5 Points
Host a Dawg Day of Giving-themed event the week of March 27, 2023	15 Points

- **Timeframe: March 20 – April 2, 2023**
- **Top 10 Chapters and Councils will win \$500 in program funding**



# Dawg Day of Giving Events

## On-Campus Event hosted by Student Alumni Council (SAC)

- **Where:** Tate Plaza
- **When:** 10:30 a.m. – 3:00 p.m.
- **Who:** Students and faculty/staff encouraged to attend
- **What:** Multiple stations designed to educate about philanthropy at UGA, make a Dawg Day of Giving gift, grab food and swag
- **Special appearances by Hairy Dawg and UGA leadership**

## School, College and Unit Events

- Consider tabling at your building(s) to reach your students and faculty/staff
- Central will provide swag, yard signs and digital toolkit



# #CallingAllDawgs

## 2022 Campus Events



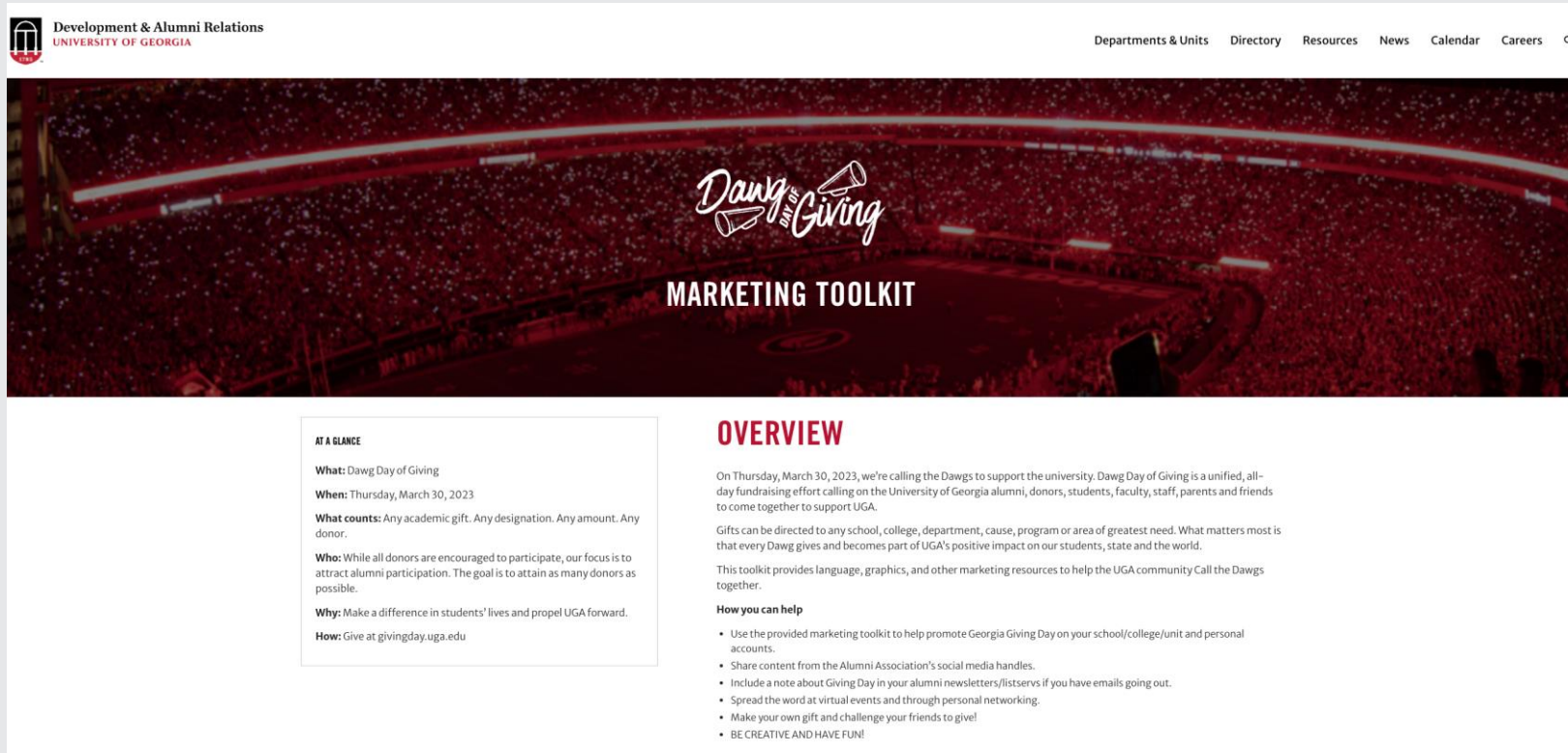
# **STEWARDSHIP PHASE**

## ***Begins March 31***

<b>CENTRAL ROLE</b>	<b>YOUR ROLE</b>
<b>Immediately:</b> Confirmation email to anyone who makes a gift through the Dawg Day of Giving website	<b>Personally thank your volunteers and VIBs with Giving Day stationary</b>
<b>March 31:</b> Stewardship email to anyone who made a gift on Dawg Day of Giving or received communication on that day	<b>Thank donors who gave to your area</b> <ul style="list-style-type: none"><li>▪ Notes of gratitude from students or staff</li><li>▪ Custom stewardship for higher level donors</li></ul>
<b>2-4 weeks:</b> Mailed stewardship postcard to donors	<b>Post a thank you graphic on social media</b>
<b>2-4 weeks:</b> SWAG item shipping to qualifying donors	<b>Share the success with your leadership and stakeholders</b>

# Digital Toolkit

## [dar.uga.edu/givingday](https://dar.uga.edu/givingday)



The screenshot shows the top of a webpage for the University of Georgia's Dawg Day of Giving. The header includes the University of Georgia logo and the text "Development & Alumni Relations UNIVERSITY OF GEORGIA". Navigation links for "Departments & Units", "Directory", "Resources", "News", "Calendar", and "Careers" are visible. The main banner features a red-tinted image of a stadium filled with people, with the "Dawg Day of Giving" logo and the text "MARKETING TOOLKIT" overlaid. Below the banner, there are two columns of text. The left column, titled "AT A GLANCE", provides key details: "What: Dawg Day of Giving", "When: Thursday, March 30, 2023", "What counts: Any academic gift. Any designation. Any amount. Any donor.", "Who: While all donors are encouraged to participate, our focus is to attract alumni participation. The goal is to attain as many donors as possible.", "Why: Make a difference in students' lives and propel UGA forward.", and "How: Give at givingday.uga.edu". The right column, titled "OVERVIEW", describes the event as a unified, all-day fundraising effort on Thursday, March 30, 2023, and lists ways to help, such as using the marketing toolkit, sharing content, and being creative.

Development & Alumni Relations  
UNIVERSITY OF GEORGIA

Departments & Units Directory Resources News Calendar Careers Q

**Dawg Day of Giving**  
**MARKETING TOOLKIT**

**AT A GLANCE**

**What:** Dawg Day of Giving

**When:** Thursday, March 30, 2023

**What counts:** Any academic gift. Any designation. Any amount. Any donor.

**Who:** While all donors are encouraged to participate, our focus is to attract alumni participation. The goal is to attain as many donors as possible.

**Why:** Make a difference in students' lives and propel UGA forward.

**How:** Give at givingday.uga.edu

**OVERVIEW**

On Thursday, March 30, 2023, we're calling the Dawgs to support the university. Dawg Day of Giving is a unified, all-day fundraising effort calling on the University of Georgia alumni, donors, students, faculty, staff, parents and friends to come together to support UGA.

Gifts can be directed to any school, college, department, cause, program or area of greatest need. What matters most is that every Dawg gives and becomes part of UGA's positive impact on our students, state and the world.

This toolkit provides language, graphics, and other marketing resources to help the UGA community Call the Dawgs together.

**How you can help**

- Use the provided marketing toolkit to help promote Georgia Giving Day on your school/college/unit and personal accounts.
- Share content from the Alumni Association's social media handles.
- Include a note about Giving Day in your alumni newsletters/listserve if you have emails going out.
- Spread the word at virtual events and through personal networking.
- Make your own gift and challenge your friends to give!
- BE CREATIVE AND HAVE FUN!

### Gain Access To:

- New narrative + promo mark
- Social media graphics
- Social media marketing plan *(coming soon)*
- Central email marketing schedule *(coming soon)*
- Photography
- Videos
- Photo props

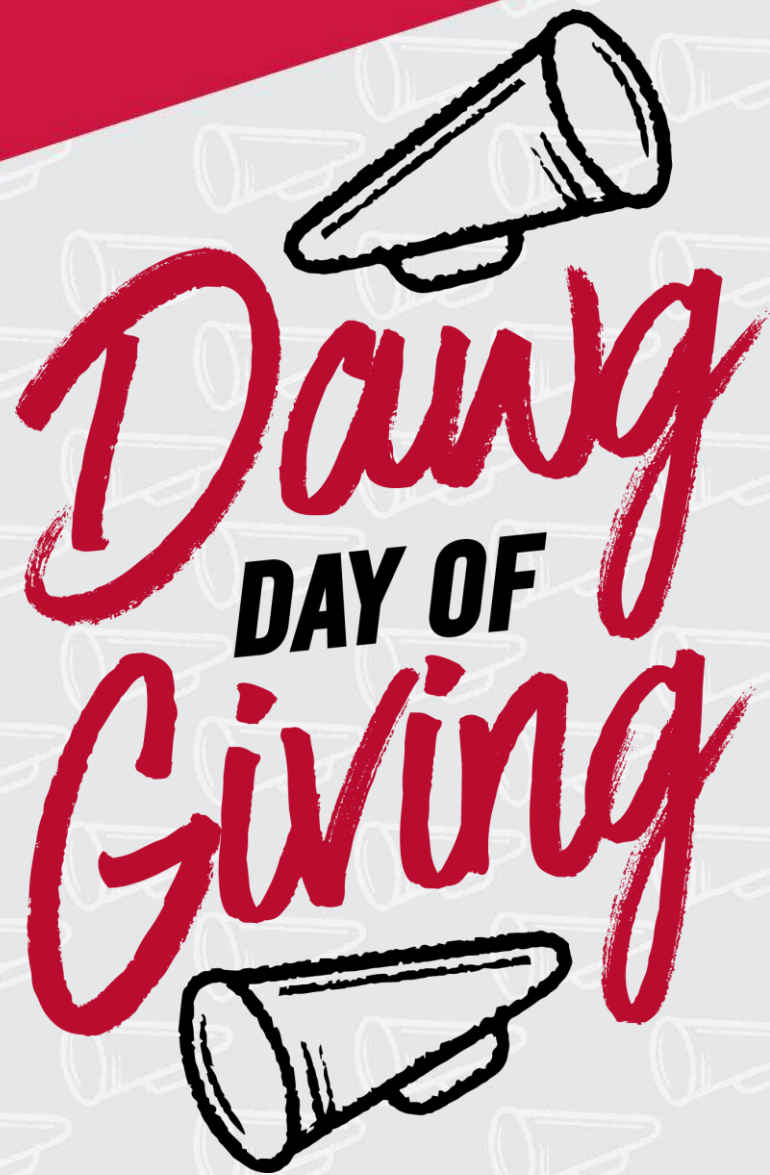
***\*Check back frequently for updates***



# Next Steps

- 1 Start planning ideas for Dawg Day of Giving (challenge gifts, events, social media, etc.)
- 2 Attend the Dawg Day of Giving workshop on Thursday, March 2 at 3 p.m.
- 3 Begin engaging your stakeholders and advocates
  - ☐ Leadership
  - ☐ Boards
  - ☐ Volunteers
  - ☐ Student Groups
  - ☐ Faculty/Staff





# Questions

Sherry Abrams

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