



MARCH 28, 2019

24 HOURS

together.transy.edu | [#TogetherForTransy](https://twitter.com/TogetherForTransy)


#TogetherForTransy is our University day of giving. Throughout the day, we will have numerous alumni and friends who will offer dollar-for-dollar or participation-based matches for gifts made. These challenges will increase engagement within our community. To be successful we need your help! **We are asking you to help spread the word by posting, tweeting, giving, remembering, emailing, calling; any way that you can share why you love Transy and choose to support us.** We will use the hashtag #TogetherForTransy so that all of our posts will show the power of change that our togetherness creates!

What is our goal? We want to receive 550 gifts within the 24-hour giving period to increase our overall donor participation rate and ultimately help more students become Pioneers!

Why is #TogetherForTransy important? This campaign is an effort to raise gifts for the Annual Fund. The Annual Fund is the heartbeat of our campus, and we could not sustain the Transylvania experience without generous support. Most importantly, **the Annual Fund's biggest focus is student scholarships**, and we want to bring in as much as we can for our deserving Pioneers—current and future!

So when will this all happen? March 28, 2019 from midnight-11:59 p.m. EST.

Thank you! Again, we are relying on loyal Transylvanians like you to help make this a success, and we are thankful for your support! **Please use this guide to help be the best giving day rallier you can be!**



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COMMUNICATION TIMELINE

TODAY

Read this document to learn more about how you can help us make this a great giving day! Be sure you are following our social media accounts so you can easily stay up to date with our challenges and goals.

- Facebook: **Transylvania University** and **Transylvania University Alumni**
- Twitter: **@Transy**, **@TransyInsider**
- Instagram: **@TransylvaniaUniversity** and **@TransyYAC**
- Snapchat: **@TransylvaniaU**

TRANSY ANNOUNCEMENT PROCESS

In early **March** we will be sending a save the date postcard.

- You can snap a photo of the postcard and post on social media to begin drumming up excitement about what is to come!

On March 25, we will send an email announcement with more detailed information.

On March 27, we will post information and reminders on our social media accounts.

- Share these on your personal pages!

MARCH 28 COMMUNICATION

At 12:01 a.m. everyone will receive an email announcing the official start to the day! We'll even have a giveaway for the first 5 donors.

At 6:30 a.m. everyone will receive an email prompting them to change their profile and cover photos and get ready for the day! We'll include important links as well.

- Be sure to post something first thing in the morning using the hashtag **#TogetherForTransy** to help us start the day off strong! See pages 5-6 for sample posts.
- Change your profile and cover photos to the ones provided, or use the temporary Facebook frame.

In the afternoon everyone will receive an update email.

That night we will send another update email to let everyone know where we are to our goal.

All day, be sure to follow our posts, comment, like and share—we also encourage you to create your own posts and rally others by showing your excitement and love for Transy!

MARCH 29 ANNOUNCEMENT

We will announce our final totals on all social media accounts and via email. Please share and join us in celebrating what can happen when we are all **#TogetherForTransy**!

We will also send out a thank you email for all who participated!

EMAIL MESSAGE TEMPLATE

Please note that these are sample email messages. Adding your personal touch to your emails is even better!

PRE-EVENT

Subject line: Please join me in being #TogetherForTransy

Dear _____,

On March 28, 2019, the Transylvania University community will come together for an exciting 24-hour giving day! Throughout the day, Transy will be posting on its social media accounts with amazing challenge opportunities. There will be fun challenges and naming opportunities!

The overall goal for the day is to bring in 550 gifts for Transy's Annual Fund, and I am asking you to help us reach this goal by marking your calendar and making a gift at together.transy.edu on Thursday, March 28! After you make your gift, you can also help by being a giving day rallier and creating buzz on social media about what we're doing. You can find out more at together.transy.edu/rallier.

Transy means so much to me personally, and I can't wait to rally our community to show our love for a place that played such a huge part in my life.

Thank you for considering this!

DAY OF

Subject line: #TogetherForTransy TODAY

Dear _____,

TODAY is the day! Will you join me in coming #TogetherForTransy?

Please visit together.transy.edu and make a gift, then hop on social media (change your cover photo and add a temporary frame) and share why you are choosing to support Transy. Be sure to use the hashtag #TogetherForTransy!

Transy is like a family to me, and I am excited to show my appreciation and love by making a gift. I know my support will also provide the best possible Transy outcomes for current and future students!

Thank you for joining me to support Transylvania University!

DAY AFTER

Subject line: Thank you for coming #TogetherForTransy

Dear _____,

Thank you for supporting our giving day and coming #TogetherForTransy! As a community, we were able to show our support through gifts of all sizes. This valuable support for Transylvania University makes a difference every day for such a special place!

This success would not have been possible without your support. Thank you!

SAMPLE FACEBOOK POSTS

PRE-EVENT

Fellow Pioneers! Did you receive the email announcing Transy's giving day? On March 28, 2019, we will come #TogetherForTransy for a 24-hour giving challenge. Throughout the day, there will be plenty of incredible opportunities to show your support! I am super excited for this day and hope you will mark your calendar and make a gift on March 28 at together.transy.edu!

DAY OF

Are you a giving day donor for #TogetherForTransy? I am! together.transy.edu
#TogetherForTransy

Let's join #TogetherForTransy and help give future Transy students the same experiences we had! I'm giving back, are you? together.transy.edu #TogetherForTransy

TODAY is the day to come #TogetherForTransy; will you join me in making a gift at together.transy.edu? Let's show our love and support!

Transylvania University changed my life; today I am giving back to make that same experience possible for others. Please join me in participating by making a gift at together.transy.edu. I am proud to be a part of #TogetherForTransy

DAY AFTER

#TogetherForTransy was a success made possible because of the generous support and outpouring of love Transy received yesterday—I am so thankful to be a part of this community!

SAMPLE INSTAGRAM STORY POSTS

PRE-EVENT

Excited for #TogetherForTransy on March 28!
(Accompanied by stickers found by searching "Transylvania University")

Are you excited for #TogetherForTransy tomorrow?
(Accompanied by a poll with two positive answers)

The countdown to #TogetherForTransy has begun!
(Accompanied by the countdown feature)

Continued on the next page.

SAMPLE INSTAGRAM STORY POSTS

DAY OF

I ♥ TRANSY. Visit together.transy.edu to show your love today!

I made a gift for #TogetherForTransy did you?
(Accompanied by a poll with “yes” and “not yet!” and Transy stickers)

You still have time to make a gift before March 28 ends!
(Accompanied by a countdown)

DAY AFTER

Thank you for joining with me and coming #TogetherForTransy yesterday!
(Accompanied by Transy stickers)

SAMPLE TWITTER POSTS

PRE-EVENT

Don't miss any #TogetherForTransy details. Check back at together.transy.edu on March 28, 2019!

@Transy is celebrating our annual first-ever giving day on March 28, 2019. Join us at together.transy.edu #TogetherForTransy

Pioneers! Stay tuned on 3/28/19 for #TogetherForTransy

DAY OF

TODAY is #TogetherForTransy, and I am going to make my gift now at together.transy.edu—join me!

I just made my gift, will you? #TogetherForTransy

Exciting challenges happening at together.transy.edu, be sure to follow and participate! #TogetherForTransy

We can all make a difference today; let's come #TogetherForTransy!
Join in at together.transy.edu

DAY AFTER

We are stronger when we are #TogetherForTransy. Thank you for your support!

SOCIAL MEDIA TIPS AND IDEAS

Utilize the Social Media Toolkit (found on the together.transy.edu website) by posting the #TogetherForTransy graphic and updating your social media account photos.

Always use the official hashtag, #TogetherForTransy

Take a selfie wearing your Transy gear and share what you love most about campus, your experience or your favorite professor!

Tag your college roommates, Greek sisters and brothers, teammates, a professor—share a memory with them.

Share why Transy made a lasting impact on your life – whatever inspired your love for Transylvania University!

Share our posts on your pages and add a personal note. Adding your own story makes a difference!

Comment on our posts so others are more likely to see the post. The more you comment the more likely fellow Pioneers are to engage with the post!

IMPORTANT LINKS

FACEBOOK

facebook.com/transylvaniauniversity

facebook.com/TransylvaniaUniversityAlumni

TWITTER

[@Transy](https://twitter.com/Transy) twitter.com/Transy

[@TransyInsider](https://twitter.com/TransyInsider) twitter.com/TransyInsider

INSTAGRAM

[@TransylvaniaUniversity](https://instagram.com/transylvaniauniversity) instagram.com/transylvaniauniversity

[@Transyyac](https://instagram.com/transyyac) instagram.com/transyyac

SNAPCHAT

[@TransylvaniaU](https://www.snapchat.com/add/TransylvaniaU)

WEBSITE (WHERE TO GIVE)

together.transy.edu

TEXT-TO-GIVE

Text keyword **TOGETHER** to **859-209-3640** to make your gift.

CONTACT INFORMATION

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