

Together For Transy

Alumni Advocate Guide

Tuesday, March 24, 2026 | together.transy.edu

#TogetherForTransy is our University's annual day of giving. Throughout the day, we 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 spread the word by posting, giving, remembering, emailing, calling – any way that you can share why you love Transy and choose to support the University.

What is our goal? We hope to receive **1,300 gifts** within the 24-hour giving period to increase our overall donor participation rate, which impacts our ability to attract large grants, and ultimately help more students become Pioneers.

Why is #TogetherForTransy important? This campaign is an effort to raise gifts for [The Transylvania Fund](#), the heartbeat of our campus, we could not sustain the Transylvania experience without generous support towards the university's greatest needs. Most importantly, The Transylvania Fund's biggest area of support 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? Tuesday, March 24, 2026, 12:01am-11:59pm EST

Thank you! We are relying on loyal Pioneers like you to help make this day a success, and we are thankful for your support. Please use this guide to make celebrating with us easy!

This guide was created in partnership with Transy's Business Writing class. Thanks to Madalyn '26, Nora '27, Andrew '27, Maddey '26, and Dr. Kerri Hauman for your creativity and support of Together for Transy!

**TOGETHER
FOR
TRANSY**

Who Should Donate?

Friends, classmates, alumni, parents, grandparents, sorority sisters, fraternity brothers, teammates, faculty, staff, and **anyone** else you know who appreciates Transy, scholarships, or one of our many programs.

Communication Timeline

Today

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

- **Facebook:** [Transylvania University](#) and [Transylvania University Alumni](#)
- **Instagram:** [@TransylvaniaUniversity](#) and [@TransyAlumni](#)
- **TikTok:** [@TransylvaniaU1780](#)
- **LinkedIn:** [Transylvania University](#) and [Transylvania University Alumni](#)

March 24 (Day-Of) Communication (times are approximate and may change)

6:00 a.m. ET Everyone will receive an email announcing the day has started, promoting challenges, and linking to the website.

- Be sure to post something first thing in the morning using the hashtag **#TogetherForTransy** to help us start the day off strong!

Updates | Email and/or text updates may be sent throughout the day. We'll send targeted messages based on the challenges that fit you!

All Day | Be sure to follow our posts on social media and share - we also encourage you to create your own posts and inspire others to give by showing your excitement and love for Transy! Be sure to use our hashtag **#TogetherForTransy**.

Post Event | 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 to all who donated that day.

Sample Social Media Posts

Together for Transy is a great occasion to reflect on and share your story. Alumni, students, families, employees, and supporters can be encouraged and inspired to give through the stories of those impacted by the education and experience Transy provides.

The sample posts below are a starting point: you're welcome to copy and paste, but we encourage you to make them your own and personalize with your own voice, Transy story, and reason for giving.

Together for Transy Graphics

Please make these posts your own and consider sharing them with our sample graphics ([accessible via Google Drive](#) or the [website](#), which goes live on March 24) or photos from your own Transy days!

Questions You Might “Answer” with Your Posts

- Why do you choose to give back to Transy?
- What impact has Transy had on your life?
- What impacts have scholarships had on you and your family?
- What inspires you about the students and Transy of today?

Pre-Event

Once a Pioneer, Always a Pioneer. March 24 is our chance to come home in spirit and give back to the place that shaped us. Let's show up for the next generation.

#TogetherForTransy

Pioneers, Giving Day is almost here! On March 24, we get to reconnect with the place that felt like home and support today's students as they build their own Transy stories. I hope you'll join me in showing some love at together.transy.edu. #TogetherForTransy

On March 24, fellow alumni and I will come #TogetherForTransy to support current students. Transy played a huge role in shaping my academic and professional journey, and I am proud to give back. If Transy was part of your story too, I'd love for you to join me at together.transy.edu.

Transy Pioneers - Giving Day is March 24! Time to come home and support the next generation. I'm in. Are you? #TogetherForTransy

So grateful for the home Transy was for me. Let's help today's students find the same support. #TogetherForTransy

Day-Of

Proud to give back to the university that shaped my path. Join me in supporting Transy students at together.transy.edu. #TogetherForTransy

Education changes lives, and Transy's changed mine. Today, I'm giving back so future students can have the same opportunities. #TogetherForTransy

Forever grateful for this place. #TogetherForTransy

I owe so much to Transy. Today I am giving back so students today can have the same transformative experience. I hope you'll join me. #TogetherForTransy

Grateful for what Transy contributed to my personal and professional journey. Proud to support future students. #TogetherForTransy

Education changes lives, and Transy is changing mine. Today, I'm giving back so fellow students can continue to thrive. #TogetherForTransy

Email Message Template

The Alumni & Development Office will send emails to alumni, students, parents, faculty, and staff with giving and challenge information. But a personal email from someone they know well could be even more valuable!

If you plan to email Transy friends, you can use these messages as a starting point.

Pre-Event

Subject Line: Please join me as we come home #TogetherForTransy

Dear _____,

On Tuesday, March 24, the Transylvania University community will come together for a 24-hour Giving Day, and I hope you'll join me. It's one of my favorite moments of the year because for so many of us, Transy will always feel like coming home.

**TOGETHER
FOR
TRANSY**

Throughout the day, Transy will share exciting challenges, fun competitions, and special opportunities on social media. Our goal is simple but meaningful: secure gifts from 1,300 donors.

I'd love for you to mark your calendars and make a gift on March 24 at together.transy.edu. After you give, you can also help spread the word by sharing your own Transy story or engaging on social media - everything helps build momentum.

Transy has shaped so much of who I am, and the Giving Day is a chance to come together as alumni and celebrate the place that helped us grow.

Thank you for joining me in supporting a community that still feels like home.

Day Of

Subject Line: #TogetherForTransy is TODAY!

Dear _____,

Today's the day! Will you join me in supporting #TogetherForTransy?

You can make your gift at together.transy.edu, and then help spread the excitement by sharing why Transy matters to you. (An Instagram story, post, or quick share works great!) Be sure to include #TogetherForTransy so others can follow along.

Transy has always felt like family to me – a place where friendships, opportunities, and lifelong memories began. Today, I'm giving to honor that part of my story and to help ensure future students have the same meaningful experience.

Thank you for standing with me and supporting Transylvania University. It means more than you know.

Contact Information

Emily Martin

Director of Annual Giving Operations

ekmartin@transy.edu

(859) 233 - 8512

**TOGETHER
FOR
TRANSY**