



## #LoveCSUPueblo GIVE DAY SOCIAL MEDIA TOOLKIT - COMPREHENSIVE COMMUNICATION GUIDE

#LoveCSUPueblo Give Day is an online fundraising initiative lasting the full 24-hours of October 29, 2020. Give Day encourages alumni, parents, students, faculty, staff and friends to make a difference at Colorado State University Pueblo. On October 29 from midnight until 11:59 p.m., we're asking our loyal and caring ThunderWolf family and friends to spread the word and make an impact through giving to a wide-range of worthy projects.

In this toolkit you'll find:

- Preparation Timeline
- Sample Facebook Posts
- Sample Twitter Posts
- Sample Emails

The Give Day site [giveday.csupueblo.edu](https://giveday.csupueblo.edu) will go LIVE at midnight Oct. 29.

Memes are available for sharing at: <https://www.csupueblo.edu/foundation/give-day-application.html>

### Facebook Filters:

1. [www.facebook.com/profilepicframes/?selected\\_overlay\\_id=1043348486102599](https://www.facebook.com/profilepicframes/?selected_overlay_id=1043348486102599)
2. [www.facebook.com/profilepicframes/?selected\\_overlay\\_id=752391695379004](https://www.facebook.com/profilepicframes/?selected_overlay_id=752391695379004)
3. [www.facebook.com/profilepicframes/?selected\\_overlay\\_id=341223120500835](https://www.facebook.com/profilepicframes/?selected_overlay_id=341223120500835)
4. [www.facebook.com/profilepicframes/?selected\\_overlay\\_id=268706394472890](https://www.facebook.com/profilepicframes/?selected_overlay_id=268706394472890)

If you have questions, contact Sammi Mutz at (719) 549.2469 or [sammi.mutz@csupueblo.edu](mailto:sammi.mutz@csupueblo.edu).

## PREPARATION TIMELINE

### TODAY

- Read this guide
- Add #LoveCSUPueblo #GiveDay to your calendar for October 29, 2020
- Follow CSU Pueblo Foundation's social media channels: Facebook, Twitter, Linked In, and/or Instagram

### OCTOBER 22-25

- Share CSU Pueblo Foundation's #LoveCSUPueblo and #GiveDay Facebook and Twitter posts
- Tag a few friends in your posts
- Email your personal network (sample emails on page 5 and 6 below)

### OCTOBER 26-27

- Download the official #LoveCSUPueblo #GiveDay images from ([giveday.csupueblo.edu](http://giveday.csupueblo.edu))
- Post about #LoveCSUPueblo #GiveDay on your social media channels (sample posts on pages 3 and 4 below)
- Tag a few friends in your posts
- Make your gift at [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

### OCTOBER 28-29 (GIVE DAY!!!)

- Change your Facebook and Twitter profile pictures and cover photos using a #LoveCSUPueblo #GiveDay filter or picture.
- Email your personal network with a reminder (sample email on pages 5 and 6 below)
- Post/share on social media throughout both days (sample posts on pages 3 and 4 below)
- Tag your friends and encourage them to participate in #LoveCSUPueblo #GiveDay
- If you know someone who made a gift, thank them for participating

### OCTOBER 30-31

- Thank your followers for participating in #LoveCSUPueblo #GiveDay (sample posts and emails on pages 3-6 below)
- Share the CSU Pueblo Foundation's #LoveCSUPueblo Facebook and Twitter posts

## SAMPLE FACEBOOK POSTS

**[Pre-event]** The #LoveCSUPueblo Give Day is an online giving challenge created to give back to the University. Join me and hundreds of other friends and alums of CSU Pueblo on October 29 to show your LOVE for CSU Pueblo. #LoveCSUPueblo #GiveDay. For more information, visit [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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#LoveCSUPueblo Give Day brings together alumni, students, faculty, staff, and friends for a 24-hour giving initiative. Make a difference by telling everyone why you LOVE CSU Pueblo and donate, share, and take part in the fourth annual #LoveCSUPueblo #GiveDay on October 29. For more information, visit [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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**[Day of]** CSU Pueblo Foundation is holding its fourth-annual #LoveCSUPueblo #GiveDay, today, October 29. I'm giving back to CSU Pueblo and hope you will join me as I show my love for our University. For more information, visit [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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It's time to show your love and make a difference by helping more than twenty cross-campus initiatives at CSU Pueblo! There's only 24 hours to give so the time is now to show everyone why you #LoveCSUPueblo. Make your gift now at [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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I made my gift, now it's your turn to tell everyone you #LoveCSUPueblo! Join me and make your impact today at [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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#LoveCSUPueblo! Join me in making an impact and give during #GiveDay today.

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I just participated in #LoveCSUPueblo #GiveDay. CSU Pueblo is special to me and I want to help current students have the same experience. Support ThunderWolf students by making a gift before midnight on Nov 15 at [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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CSU Pueblo Alumni & Friends – today is the day to show why you LOVE CSU Pueblo! I #LoveCSUPueblo and hope you will join me in spreading the word about our great University. Donations of any amount make a huge difference. See how we are doing throughout the day and support great crowdfunding campaigns at [giveday.csupueblo.edu](http://giveday.csupueblo.edu). #LoveCSUPueblo #GiveDay ends at midnight on Nov. 15!

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**[Post event]** Thank you to everyone who made #LoveCSUPueblo #GiveDay a great success. Due to the collective support of alumni, friends, faculty, staff and students, gifts of all sizes came together to provide valuable dollars to support programs that strengthen CSU Pueblo's mission. Thank you!

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Thank you, ThunderWolf Community! We couldn't have made #LoveCSUPueblo #GiveDay a success without you. See how we came together to make a difference here [giveday.csupueblo.edu](http://giveday.csupueblo.edu).

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## SAMPLE TWITTER POSTS

**[Pre-event]** I plan to show why I LOVE CSU Pueblo and give back on Nov. 15. Please join me! Learn more at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) #LoveCSUPueblo

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@CSUPuebloFoundation #GiveDay starts Nov. 15! Join me in making a donation to support our students! Learn more at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) #LoveCSUPueblo

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**[Day of]** #GiveDay is today! 24 hours of giving. Giving competition. Infinite impact. Join me and make a difference to #LoveCSUPueblo [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

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@CSUPuebloFoundation My time at CSU Pueblo changed my life, and today I get to help to do that for others. #LoveCSUPueblo [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

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Participate in #LoveCSUPueblo #GiveDay and support what you LOVE! [Giveday.csupueblo.edu](http://Giveday.csupueblo.edu)

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It's possible to make a difference in just 24 hours. Join me in giving to CSU Pueblo during #LoveCSUPueblo #GiveDay at [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

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#LoveCSUPueblo and make a difference! Join me and support many great programs at CSU Pueblo. [Giveday.csupueblo.edu](http://Giveday.csupueblo.edu)

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Learn how to make a difference to CSU Pueblo [giveday.csupueblo.edu](http://giveday.csupueblo.edu) #LoveCSUPueblo #GiveDay

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**[Post event]** Thank you to everyone who made #LoveCSUPueblo #GiveDay a success. See how we came together to make a difference by visiting [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

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## SAMPLE EMAIL MESSAGES

Copy, paste, and send the email message below to your CSU Pueblo friends and personal network.

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**October 22-25**

Subject Line: I LOVE CSU Pueblo

Dear \_\_\_\_\_:

On October 29, members of the Colorado State University - Pueblo community will join together for 24 hours of giving. The objective is simple: inspire ThunderWolves everywhere to come together, demonstrate their pride for CSU Pueblo, and provide essential funding to support CSU Pueblo students and shape the University's future.

I am asking you to help us reach our goal of 1,300 gifts by marking your calendar and making a gift at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) on October 29.

Together we can come together to make the best possible experience for our students. Visit [giveday.csupueblo.edu](http://giveday.csupueblo.edu) to view the cross-campus initiatives and see first-hand the great things happening at our University. Your gift will make an impact.

Sincerely,

Your Name

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**October 29**

Subject Line: #LoveCSUPueblo Give Day– IS TODAY!!!

Dear \_\_\_\_\_:

Today is I Love CSU Pueblo Give Day! Please join me and the rest of the Colorado State University - Pueblo in supporting more than twenty great cross-campus initiatives. Every gift to the University goes to enhancing educational experiences for current ThunderWolves.

Keep track throughout the day at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) and make a gift that's meaningful to you, be a part of the social media conversation, and watch as gifts occur in real time.

CSU Pueblo played an important role in my life and continues to do so for thousands of students every year. Together, we can step up and make being a ThunderWolf the best possible experience for our students.

Thank you in advance for joining me in this important and innovative effort! There's only 24 hours to give, so don't delay!

Sincerely,

Your Name

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SAMPLE EMAIL MESSAGES CONT.

Copy, paste, and send the email message below to your CSU Pueblo friends and networks!

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**October 29**

#LoveCSUPueblo

Oct. 29, 2020

[giveday.csupueblo.edu](http://giveday.csupueblo.edu) 5

Subject Line: Only a Few Hours Left to Show Your LOVE of CSU Pueblo

Dear \_\_\_\_\_:

There's only a few more hours to give to CSU Pueblo Give Daye – #LoveCSUPueblo Give Day ends tonight at midnight! Visit [giveday.csupueblo.edu](http://giveday.csupueblo.edu) now to give back and make a difference for students, scholarships, and projects that need your help. Every gift, no matter the size will make a difference.

Thank you for showing your LOVE for CSU Pueblo!

Sincerely,

Your Name

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**October 30-31**

Subject Line: Thank You for Showing your LOVE

Dear \_\_\_\_\_:

Thank you for supporting the I Love CSU Pueblo Give Day! Because of the momentum and energy created from #LoveCSUPueblo Give Day alumni, friends, faculty, staff, and students came together to provide valuable dollars for scholarships, academic and athletic excellence, and programs that strengthen the University's mission.

The success of this historic endeavor would not have been possible without your support, thank you!

Sincerely,

Your Name

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