



## SOCIAL MEDIA TOOLKIT - COMPREHENSIVE COMMUNICATION GUIDE

#LoveCSUPueblo Give Day is an online fundraising initiative lasting the full 24-hours of September 27, 2018. Give Day encourages alumni, parents, students, faculty, staff and friends to make a difference at Colorado State University–Pueblo. On September 27 from 12:00 a.m. 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:

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

You are free to customize the sample social media posts and emails to better fit the project or cause you are supporting! A ton of social media materials will be available at [www.giveday.csupueblo.edu](http://www.giveday.csupueblo.edu) so you have everything at your fingertips to share.

If you have questions, contact Nick Potter at (719) 549.2442 or [nick.potter@csupueblo.edu](mailto:nick.potter@csupueblo.edu)

## **TIMELINE**

### **TODAY**

- Read this guide
- Add #ILOVECSUPueblo #GiveDay to your calendar for September 27, 2018
- Follow CSU-Pueblo Foundation's social media channels: Facebook, Twitter, Linked In, and/or Instagram

### **SEPTEMBER 10-14**

- Share CSU-Pueblo Foundation's #ILoveCSUPueblo and #GiveDay Facebook and Twitter posts
- Tag a few friends in your posts
- Email your personal network (sample email on page 4 below)

### **SEPTEMBER 24-25**

- Download the official #ILoveCSUPueblo #GiveDay images from (Insert Page Address)
- Post about #ILoveCSUPueblo #GiveDay on your social media channels (sample posts on pages 2 and 3 below)
- Tag a few friends in your posts
- Make your gift at [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

### **SEPTEMBER 26-27 (GIVE DAY!!!)**

- Change your Facebook and Twitter profile pictures and cover photos using a #ILoveCSUPueblo #GiveDay filter or picture.
- Email your personal network with a reminder (sample email on pages 4 and 5 below)
- Post/share on social media throughout both days (sample posts on pages 2 and 3 below)
- Tag your friends and encourage them to participate in #ILoveCSUPueblo #GiveDay
- If you know someone who made a gift, thank them for participating

### **SEPTEMBER 28-29**

- Thank your followers for participating in #ILoveCSUPueblo #GiveDay (sample posts on pages 2-5 below)
- Share the CSU-Pueblo Foundation's #ILoveCSUPueblo Facebook and Twitter posts

## SAMPLE FACEBOOK POSTS

**[Pre-event]** The I Love CSU-Pueblo 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 September 27 to show your LOVE for CSU-Pueblo. #ILoveCSUPueblo #GiveDay. For more information, visit [www.giveday.csupueblo.edu](http://www.giveday.csupueblo.edu).

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I Love CSU-Pueblo 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 third annual #ILoveCSUPueblo #GiveDay on September 27. For more information, visit [www.giveday.csupueblo.edu](http://www.giveday.csupueblo.edu).

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**[Day of]** CSU-Pueblo Foundation is holding its third-annual #ILoveCSUPueblo #GiveDay, today, Sept 27. 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 [www.giveday.csupueblo.edu](http://www.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 #ILoveCSUPueblo. Make your gift now at [www.giveday.csupueblo.edu](http://www.giveday.csupueblo.edu).

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

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

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I just participated in #ILoveCSUPueblo #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 Sept 27 at [www.giveday.csupueblo.edu](http://www.giveday.csupueblo.edu).

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CSU-Pueblo Alumni & Friends – today is the day to show why you LOVE CSU-Pueblo! #ILoveCSUPueblo 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 [www.giveday.csupueblo.edu](http://www.giveday.csupueblo.edu). #ILoveCSUPueblo #GiveDay ends at midnight on Sept 27!

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**[Post event]** Thank you to everyone who made #ILoveCSUPueblo #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 #ILoveCSUPueblo #GiveDay a success without you. See how we came together to make a difference here [www.giveday.csupueblo.edu](http://www.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 Sept 27. Please join me! Learn more at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) #ILoveCSUPueblo

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@CSUPuebloFoundation #GiveDay starts Sept. 27! Join me in making a donation to support our students! Learn more at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) #ILoveCSUPueblo

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

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Participate in #ILoveCSUPueblo #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 #ILoveCSUPueblo #GiveDay at [giveday.csupueblo.edu](http://giveday.csupueblo.edu)

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#ILoveCSUPueblo and make a difference at CSU-Pueblo. 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) #ILoveCSUPueblo #GiveDay

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**[Post event]** Thank you to everyone who made #ILoveCSUPueblo #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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### **September 10-14**

Subject Line: I LOVE CSU-Pueblo

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

On September 27, 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 700 gifts by marking your calendar and making a gift at [giveday.csupueblo.edu](http://giveday.csupueblo.edu) on September 27.

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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### **September 27**

Subject Line: I Love CSU-Pueblo 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

SAMPLE EMAIL MESSAGES CONT.

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

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**September 27**

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 – I Love CSU-Pueblo 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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**September 28-29**

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 I Love CSU-Pueblo 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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