

Big ORANGE GIVE

THE UNIVERSITY of TENNESSEE **UT** KNOXVILLE

COMMUNICATIONS TOOLKIT

FOR COLLEGES, DEPARTMENTS, & CAMPUS UNITS

GET READY

Big Orange Give is an online giving campaign for UT, set for Homecoming week, October 6–10. The primary goal of this intensive, short-term campaign is to increase the number of donors to the university. This would increase our alumni giving rate—a key factor in determining our ranking in UT’s journey to become a Top 25 public research university. In this campaign, any gift of any size is appreciated and helps us fund a variety of projects to benefit UT, our colleges, and our faculty, staff, and students. For its debut last year, the Big Orange Give had a goal of \$125,000 in 125 hours. Our donors went above and beyond, helping us double our goal.

Step up your give! This year, if we raise \$250,000, alumnus Alan Wilson, president and CEO of McCormick, has pledged to donate an additional \$250,000—bringing our total to \$500,000.

But we need your help! UT’s social media channels will reach a large number of potential donors, but we know that your unit’s social media channels will help us reach those potential donors—or reach others that follow only your unit. Included in this guide are recommendations for the types of social media posts you can share and recommended times for these posts. You’ll also find suggestions for your unit’s newsletter, magazine, and website.

And this is just a starting point. You know your unit’s audience best, and we encourage your creative ideas for promoting Big Orange Give—and the opportunities to give specifically to your unit—through your social media channels and other communications avenues. Thanks for your help in spreading the word about this exciting fundraising opportunity!

QUICK FACTS

About the Campaign

- October 6–10
- Online giving only
- Goal: Increase alumni giving rate
- Promoted primarily through social media and e-mail

Launch

Monday, October 6, 8:00 a.m.

Conclusion

Friday, October 10, 11:59 p.m.

Website

bigorangegive.utk.edu

Social Media Hashtag

#BigOrangeGive

Questions? Contact...

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OFFICIAL UT SOCIAL MEDIA

UT Knoxville

Facebook: facebook.com/UTKnoxville
Twitter: @UTKnoxville
Instagram: [utknoxville](https://www.instagram.com/utknoxville)

UT Knoxville Alumni

Facebook: facebook.com/tنالumni
Twitter: @tنالalum
Instagram: [tنالalum](https://www.instagram.com/tنالalum)

BEFORE BIG ORANGE GIVE

We want to get the Big Orange Give name out to our alumni and social media followers a few weeks before the big event. Here's how you can help us build interest and support for Big Orange Give leading up to the kickoff on Monday, October 6.

Identify your “champions”

Do you have alumni who are particularly active in social media? If so, perhaps you can consider inviting them to be Big Orange Give “champions” who can share posts throughout the week of the event to encourage their followers to make a gift. Just invite those alumni to visit volsconnect.com/champion and complete the form. (Keep in mind that some alumni may have already been invited to become champions; please check with your unit's development officer or with Jane Kramer at jkramer@utfi.org or 865-974-2346.)

Share the teaser video

A teaser video for Big Orange Give is live at bigorangegive.utk.edu. This teaser features several alumni and other members of the UT family recapping last year's success and preparing us for this year's campaign.

- **Share the video in your magazine or newsletter.** You can simply include the link bigorangegive.utk.edu. Please only invite readers to view the teaser video if your publication will be delivered before Monday, October 6.
- **Share the video in your social media.** Again, you can simply link to bigorangegive.utk.edu. Please only share the video on your social media once before Monday, October 6.

DURING BIG ORANGE GIVE

Throughout the entire week, UT's primary social media channels will post giving total updates, infographics, and alumni and student giving photos. Feel free to share, retweet, or regram the university's official social media posts through your unit's social media channels. You can also customize these posts for your unit and your audience.

Monday, October 6

Big Orange Give will officially kick off on October 6 at 8:00 a.m., with an e-mail blast to all Knoxville campus alumni and a concentrated push on social media.

How you can help

- **Brand your social media pages.** Each college may download unique cover photos for its Facebook profile page and unique background images for its Twitter profile page. Also available to all units will be Big Orange Give badges that may be used as profile images on Facebook, Twitter, and Instagram through Friday evening. These files will be available for download at tiny.utk.edu/dropbox14.

Is your unit represented in social media?

If your unit doesn't have someone dedicated to managing its social media accounts, or if your unit doesn't have social media accounts, let us know. If you're interested, we can help you get started before Big Orange Give and offer some quick tips about best practices. For more information, contact Eric Haag, Senior Director of Alumni Programs and Outreach, at ehaag@utfi.org or 865-974-0777.

Remember the hashtag!

In all of your Big Orange Give posts to social media, always include the hashtag **#BigOrangeGive**.

- **Link to Big Orange Give on your website's landing page.** Using the provided Big Orange Give logo, add a button, blurb, news item, or other type of mention that links to bigorangegive.utk.edu.
- **Share the kickoff video.** The kickoff video (featuring former Vols Eric Berry and Dustin Colquitt) will go live at bigorangegive.utk.edu at 8:00 a.m. and will be posted on UT's primary social media channels at that time.

Tuesday, October 7

This is your unit's big day! Tuesday, October 7, is College Day for the Big Orange Give, when each college and UT Libraries will challenge its alumni and followers to give and support its unique giving goal.

How you can help

- **Share your college's video.** Each college and UT Libraries will have its own video featuring alumni, faculty, or students. For more information, consult your unit's development officer(s).

College	Spokesperson	Goal	Match
Architecture & Design	Kem Hinton	\$20,000	-
Arts & Sciences	Margaret Scobey	\$10,000	\$10K (by board)
Business Administration	Dave Ramsey	\$100,000	-
Communication & Information	Adam Brown	\$10,000	-
Education, Health, & Human Sci.	LeAnn Morgan	\$15,000	\$5K (by board)
Engineering	John Tickle	\$25,000	\$10K (by Tickle)
Law	Dean Doug Blaze	\$15,000	-
Libraries	Bill Bass	\$5,000	\$10K (by Bass)
Nursing	Janice McKinley	\$10,000	-
Social Work	Bryan Rollins	\$3,500	-

Wednesday, October 8, through Friday, October 10

Three additional videos will highlight the remaining days of Big Orange Give.

How you can help

- **Share videos.** Each day will feature a new video, which you can share on your unit's social media.
 - **Wednesday, October 8—The Dirty Guv'nahs**
 - **Thursday, October 9—Chancellor Jimmy G. Cheek**
 - **Friday, October 10—Mike Keith, Voice of the Tennessee Titans**
- **Share photos.** Photos of donors holding "I #BigOrangeGive because..." signs and photos of students and faculty holding "You #BigOrangeGive so I can..." signs will be shared on UT's primary social media channels and at bigorangegive.utk.edu throughout the week. Feel free to share these photos, especially if they feature your alumni, donors, students, or faculty.

- **Other ideas.** You may want to consider posting a general message on your social media about your unit's mission, or about projects in your unit that have a demonstrated financial need. Another idea: Post a message or video about Big Orange Give from a veteran faculty member whom your unit's alumni may remember fondly. We're only scratching the surface; you may have other creative ideas to promote Big Orange Give through your social media channels. Just keep in mind to not post too many items on any given day; a good upper limit would be four items each day.

AFTER BIG ORANGE GIVE

Big Orange Give is set to end at 11:59 p.m. on Friday, October 10.

In the days and weeks after the event, let's celebrate our successes and thank our donors, some of whom may be new friends. The UT Office of Development will follow up with everyone who gives during the week.

How you can help

- **Post a "thank you" message.** Starting Monday, October 13, post a social media message to your followers thanking them for their support of Big Orange Give. Feel free to share a link to bigorangegive.utk.edu, which will feature a "thank you" video and campaign results.
- **Send a note to your champions.** If you recruited champions to help us promote Big Orange Give, send them a note to thank them for their support and report campaign results.
- **Follow up in your magazine or newsletter.** In your unit's first magazine or newsletter that follows Big Orange Give (even if it is released several months after the event), include a blurb or small story about Big Orange Give and the results of the campaign. Feel free to share the link to bigorangegive.utk.edu for more information.

