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Communications Toolkit

DO YOU BELIEVE?

The **Big Orange Family Campaign** is a monthlong initiative to promote philanthropy among faculty and staff. Giving back is an opportunity for faculty and staff to say “I BELIEVE” in UT. Participation from our faculty and staff demonstrates that UT is one of the best investments for a potential donor’s philanthropic support. When we give, we inspire others to give as well.

The campaign will run February 2–27, 2015. Faculty and staff have already established a strong history of giving back in many ways to the university. Last year, faculty and staff exceeded our expectations and moved the employee giving percentage from 16 to 47 percent.

STRUCTURE

Executive Committee – Individuals from several areas across campus represent the Big Orange Family Campaign executive committee. The committee met to discuss theme, goal, and structure. This group is responsible for recruiting team leaders for each department within their unit.

Team Leaders – Team leaders are responsible for soliciting thirty to forty individuals within their department during the campaign. All team leaders make a personal ask to each member of their unit before and during the campaign. The team leaders distribute and collect the donation cards to each member of their department. Donation cards are turned in each week to the Annual Giving Office.

SOCIAL MEDIA

During the Campaign

- Share the campaign video on your unit pages. This will be sent out by e-mail on February 2 to all faculty and staff.
- Weekly updates will be sent on each Monday with the team leader boards. Use social media to encourage units within your division through competition. Example:
Our faculty and staff in the accounting department reached 100 percent giving in the #BigOrangeFamily campaign. Congratulations! We need our other teams to say #IBelieveUT.

Quick Facts

- Faculty and Staff Giving Campaign
- Theme: I Believe
- Promoted through peer-to-peer asks
- Promoted through a weekly e-mail sent each Monday in February
- Promoted through social media throughout February

Dates

February 2–27, 2015

Website

Volsconnect.com/family

Social Media Hashtags

#IBelieveUT

#BigOrangeFamily

Questions? Contact

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OFFICIAL UT SOCIAL MEDIA ACCOUNTS

UT Knoxville

Facebook: [facebook.com/UTKnoxville](https://www.facebook.com/UTKnoxville)

Twitter: @UTKnoxville

UT Knoxville Alumni

Facebook: [facebook.com/tنالumni](https://www.facebook.com/tنالumni)

Twitter: @tenalum

- Each donor will be given an “I Believe” button or bracelet. Post photos of faculty and staff within your unit wearing their button or bracelet.
- Use the hashtags #IBelieveUT and #BigOrangeFamily

After the Campaign

- Post your final results.
- Thank your faculty and staff for their support.

KEY MESSAGES AND FACTS

Every gift matters to the university, no matter the level of the gift. The campaign's success is based solely on participation, making it possible for every single employee to be a part of the program. When combined with other gifts, any gift can make a **BIG** impact!

Did you know?

- **2,277** faculty and staff made a gift to UT in FY 2014.
- Last year **faculty and staff** systemwide gave **\$808,900.73** to UT Knoxville.
- Last year all private gifts of under **\$100** raised over **\$1 million** in university resources to support our faculty, staff, and students.
- **50 percent** of gifts to the university are under **\$100**.
- Last year all private gifts of **\$500** and less added up to be over **\$4 million** for university resources.

The Big Orange Family Campaign allows you to give to any area you are passionate about. Do you want to support student scholarships?

- **Almost 60 percent** of undergraduate students received financial aid from UT in FY 2014.
- This year **1,597** students are able to pursue their dream of higher education because of the Tennessee Pledge Scholarship; most of them first-generation college students from homes with an adjusted gross income averaging **\$24,000**.
- Over **51 percent** of our students graduate debt-free.

Do you want to support faculty professorships and awards or graduate fellowships?

- In FY 2014 generous private support created more than **19** new faculty support endowments.
- Last year, over **\$9 million was raised for** new graduate assistantships.