

# VOLstarter

## BE A HERO

### COMMUNICATIONS TOOLKIT

FOR COLLEGES, DEPARTMENTS, & VOLSTARTER PROJECT LEADERS

VOLstarter is an online crowdfunding platform that allows donors to financially contribute towards specific UT projects conducted by UT students, faculty, and staff. On February 25, we're asking the University of Tennessee community to come together for one purpose: To be a **#UTHero**.

Spread the word! In order to reach a larger number of potential donors, we need the help of colleges, departments and project leaders with social media and marketing. Here are the ways you can help:

#### Re-tweet & Share

**February 11 through February 25**, UT alumni staff will post teasers about Be a Hero Day. Please share these posts to spread the word and utilize the hashtags: **#UTHero & #VOLstarter**.

#### Brand Your Social Media Pages

On February 25th, brand your social media pages. We have provided downloadable cover photos, profile photos, and more in the Dropbox.

#### Include Hero Day Graphics

To make engaging posts easier, we have provided a bank of graphics and imagery in a Dropbox at **tiny.utk.edu/uthero**. Whenever possible, please include a photo or graphic with your post.

#### Engage and Participate in Contests

On February 25th, we will be holding several social media contests throughout the day. We've provided contest graphics in the Dropbox to make posting and sharing even easier.

#### Link to VOLstarter on Your Website or Newsletter

Using the provided VOLstarter graphics, add a button, blurb, news item, or mention about February 25th that links to **volstarter.utk.edu**.

Thank you for your help! Together we can turn alumni and friends into Heroes for fellow UT students, faculty and staff. If you have any questions please contact:

#### Kristen Watt

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#### Jessy Lawrence

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**One Day.  
One University.  
One Big Impact.**

**WEDNESDAY  
FEBRUARY 25, 2015  
MIDNIGHT - MIDNIGHT**

#### GOAL:

Fund as many VOLstarter projects as possible in 24 hours!

#### WEBSITE:

volstarter.utk.edu

#### WHAT'S IN YOUR TOOLKIT?

- Branding Graphics (cover photo, profile photo, etc.)
- Timeline Graphics (teasers, contest graphics, etc.)
- Hero Day press release

All of these files can be download for use at:  
**tiny.utk.edu/uthero**

#### OFFICIAL UT SOCIAL MEDIA

##### UT Knoxville Alumni

 facebook.com/tnalumni

 @tennalum

 tennalum

##### UT Knoxville

 facebook.com/UTKnoxville

 @UTKnoxville

 utknoxville

Please use the following hashtags:

**#UTHero**

**#VOLstarter**