

Big ORANGE GIVE

THE UNIVERSITY OF TENNESSEE, KNOXVILLE

COMMUNICATIONS TOOLKIT 2015

FOR ALUMNI CHAPTERS

LET'S MAKE IT EVEN BIGGER!

Big Orange Give is an online giving campaign for UT, set for October 19–23, 2015. The primary goal of the campaign is to increase the number of donors to the university, which 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. A gift of any size is appreciated and helps us fund a variety of projects to benefit students, colleges, faculty & staff, and the future of UT.

Step up your give! This year, if we raise \$500,000, two couples have pledged to donate an additional \$500,000—bringing our total to \$1 million.

We need your help! UT's social media channels can only reach so many people. Your chapter's social media channels will help us reach potential donors that we might be missing. To help, we have provided recommendations for the types of social media posts you can share and created graphics and tools to make sharing easy.

All graphics and digital files are available for download at:
tiny.utk.edu/bogtools

QUICK FACTS:

About the Campaign

- October 19–23
- Goal: \$1 million
- Promoted primarily through social media and e-mail

Campaign Time

Monday, October 19, 8:00 a.m. through
Friday, October 23, 11:59 p.m.

Website

bigorangegive.utk.edu

Social Media Hashtag

#BigOrangeGive

Campaign Questions?

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Social Media Questions?

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OFFICIAL UT SOCIAL MEDIA

UT Knoxville Alumni

 facebook.com/tنالumni

 @tنالalum

 tنالalum

UT Knoxville

 facebook.com/UTKnoxville

 @UTKnoxville

 utknoxville

BEFORE BIG ORANGE GIVE

We want to get the Big Orange Give name out to our alumni and social media followers a couple of 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 19.

Identify your “champions”

Do you have alumni/board members in your area who are particularly active on social media? Perhaps you can consider inviting them to be social media champion for Big Orange Give. Encourage your champions to sign up through “The Volunteer Voice”—UT’s social media champion platform, and begin to share about the campaign. Champions will receive regular emails before, during and after the campaign with specific content and graphics to share. Champions will also receive points for the content they share and will have a chance to win prizes! **Sign up at: volsconnect.com/voice**

Share teaser video and social media posts

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 on your social media pages. Be sure to link your post back to bigorangegive.utk.edu.

Teaser posts: This year, we will be posting on social media about two weeks prior to the launch. Posts will include “reasons to give” and outcomes from last year’s campaign. Please share these posts on your social media channels to help further our reach. Graphics can be found at: tiny.utk.edu/bogtools

DURING BIG ORANGE GIVE

Throughout the week, UT’s alumni social media channels will post progress updates, infographics, videos, and more! Please share, retweet, or repost the university’s official social media posts through your chapters social media channels.

Monday, October 19 (nostalgia theme)

Big Orange Give will officially kick off on October 19 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.** We have provided social media graphics for your Facebook and twitter accounts, including a unique cover photo for each chapter’s state. Encourage alumni in your area to help turn your state orange!
- **Share the kickoff video.** The kickoff video—highlighting UT nostalgia—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.

What’s in your Toolkit?

- Big Orange Give logo
- Social media cover and profile photos
- Teaser graphics
- Thank you graphics
- Timeline graphics

All of these tools can be downloaded for use at: tiny.utk.edu/bogtools

Tuesday, October 20–Friday, October 23

Four additional videos will highlight the remaining days of Big Orange Give. Each day will feature a new video, which you can share on your unit's social media.

Tuesday, October 20—Academic Excellence

Encourage your followers to give to their favorite college or department!

Wednesday, October 21—NASA astronaut and UT alumnus Butch Wilmore

Thursday, October 22—Student experience/VOLstarter

Encourage your followers to give to a project on VOLstarter—UT's crowdfunding platform. If your chapter has a VOLstarter project up during Big Orange Give, please post about those projects and link to each project's VOLstarter web page.

Friday, October 23—Pride of the Southland Band

Encourage your followers to celebrate Big Orange Friday by making a gift during #BigOrangeGive. Help us finish out the week strong!

AFTER BIG ORANGE GIVE

Big Orange Give is set to end at 11:59 p.m. on Friday, October 23. In the days and weeks after the event, let's celebrate our successes and thank our donors, some of whom may be new friends.

How you can help

- **Post a “thank you” message.** Starting Monday, October 26, 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.
- **Chapter Presidents**—send a thank you note to board members who gave during Big Orange Give.

