

VOLstarter

BE A HERO

COMMUNICATIONS TOOLKIT

FOR COLLEGES, DEPARTMENTS, & VOLSTARTER PROJECT LEADERS

On April 27, we're asking the UT community to come together for one purpose—to be a **#UTHero** and help support student, faculty, and staff projects.

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

Leading up to and during April 27th, 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 April 27th, brand your social media pages! We have provided downloadable cover photos, profile photos, and more in a Dropbox: **tiny.utk.edu/uthero**

Include Hero Day Graphics

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

Engage and Participate in Contest & Match

On April 27th, the first 100 gifts (up to \$25.00) made on VOLstarter will be matched. We've provided graphics in the Dropbox to help announce the contest and the matching gift!

Link to VOLstarter on Your Website or Newsletter

Using the provided VOLstarter graphics, add a button, blurb, news item, or mention about 'Be a Hero Day' that links to **volstarter.utk.edu**.

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

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

**WEDNESDAY
APRIL 27, 2016
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 downloaded for use at:
tiny.utk.edu/uthero

OFFICIAL UT SOCIAL MEDIA

UT Knoxville Alumni

 facebook.com/tnalumni

 @tennalum

 tennalum

 tennalum

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Please use the following hashtags:

#UTHero

#VOLstarter

THE UNIVERSITY OF TENNESSEE

UTALUMNI
KNOXVILLE