



COMMUNICATIONS TOOLKIT 2018

The Big Orange Family Campaign is a month-long initiative to promote philanthropy among faculty and staff at UT. Giving back is an opportunity for faculty and staff to support the university's journey to become a premier public research university. Participation from our faculty and staff demonstrates that UT is one of the best investments for a potential donor's philanthropic support.

The campaign will run February 5–March 2, 2018. Faculty and staff have already established a strong history of giving back in many ways to the university. Last year, faculty and staff moved the employee giving percentage to over 52 percent.

CAMPAIGN PROMOTION

During the Campaign

- Share the campaign video on your units social media pages. The video is included in the toolkit at tiny.utk.edu/bof18. The video will also be posted at giving.utk.edu/family.
- 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 post: "Our faculty and staff in the accounting department reached 100 percent giving in the #BigOrangeFamily campaign. We hope other teams will join us!"
- Each donor will be given a Better Together button. Post photos of faculty and staff within your unit wearing the buttons!
- Use the hashtag **#BigOrangeFamily**.
- Use key messages and facts located on the next page of this toolkit to encourage giving.

After the Campaign

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

Utilize what's in the toolkit:

- Big Orange Family Campaign logo
- Video files

Quick Facts

About the Campaign

- Faculty & Staff Giving Campaign
- February 5–March 2
- Theme: Better Together
- Promoted through peer-to-peer asks, weekly emails, and social media.

Website

giving.utk.edu/family

Campaign Hashtag

#BigOrangeFamily

Campaign Questions?

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OFFICIAL UT SOCIAL MEDIA

UT Knoxville Alumni

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UT Knoxville

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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. Here is a look at what philanthropy made happen at UT in Fiscal Year 2017 (July 1, 2016 – June 30, 2017).

Did you know?

- More than 2,400 faculty and staff made a gift.
- Faculty and staff gave \$1.16 million to UT Knoxville. Your gift made a difference.
- 53% of gifts to the university were under \$100. 33% of gifts to the university were between \$100-\$1,000.
- There were more than 43,000 donors.
- 1226 graduating seniors made their first gift back through Senior Impact.

When combined with other gifts, any gift can make a BIG impact!

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

- UT annually awards a total of \$47.4 million in financial aid.
- \$15 million was received by private support for undergraduate need-based scholarships.
- More than 1,650 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 adjusted gross income averaging \$24,000.

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

- Generous private support created 15 new faculty support endowments.
- \$14.5 million was received for new faculty awards.
- 24 new graduate fellowships were created

Do you want to support the specific unit you work in?

- \$77 million was given through private support to help fund college and department strategic priorities.

Philanthropy is all over campus. It is in the building you work in, the plants and flowers you walk by, and every smiling student that crosses your path. You choose where you want to share your philanthropic gift.