

# GRATEFUL VOL DAY



## COMMUNICATIONS TOOLKIT 2018

The inaugural Grateful Vol Day will celebrate the generosity of University of Tennessee, Knoxville, donors by providing an opportunity for UT students to show their gratitude and personally thank donors. Grateful Vol Day aims to create a true culture of gratitude by:

1. Educating students about the importance and impact of philanthropy
2. Showing appreciation to the university's generous donors

A toolkit of graphics and digital files is available for download at: [tiny.utk.edu/GVD](http://tiny.utk.edu/GVD)

### Before the Event

- Encourage students to attend Grateful Vol Day in student newsletters, email communication, and social media. Students will receive a free t-shirt for participating!
- Change digital displays in your college to promote Grateful Vol Day.

### Day Of (Wednesday, September 19)

- Share impact stories on your college/unit social media using #GratefulVol
- Encourage students to express their gratitude (ex. "I'm a grateful Vol because...")
- Share or retweet posts from UT Knoxville Alumni and UT Knoxville
- Come by Humanities Plaza and take photos or video!

### After the Event

- Share the Grateful Vol recap video on social media! All alumni and donors will receive the video via email after the event.

### Quick Facts:

- Last year more than 46,000 alumni and friends donated to UT.
- Last year more than 1,500 students gave back to UT as part of Senior Impact.
- Last year 59% of faculty and staff gave to UT.
- Gifts of every size make a difference.
- Private support impacts so much on campus including scholarships, faculty, facilities, student organizations, and more!

### Date

Wednesday, September 19, 2018  
10 am-2 pm

### Location

Humanities Plaza

### Goal

Thank donors and educate students on the impact of philanthropy

### Hashtag

#GratefulVol

### Event Questions?

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### Communications Questions?

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### OFFICIAL UT SOCIAL MEDIA

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[tiny.utk.edu/GVD](http://tiny.utk.edu/GVD)