

Big ORANGE GIVE

COMMUNICATIONS TOOLKIT 2018

On November 14, we're building on a tradition...

One Day. Two Million.

Big Orange Give is the university's day of giving, a 24-hour online challenge for the Volunteer family to show their support of Rocky Top. This year, if we raise \$1.5 million, Charlie and Moll Anderson will give an additional \$500,000—bringing our total to \$2 million!

Help us spread the word to meet this goal!

Your unit's communications channels will help us reach potential donors that we might be missing. Use your creativity! You know your audience best.

Share on social media and join the conversation

Encourage your followers to save the date for Big Orange Give through teaser posts, post regular updates on November 14, and share content from UT's central social media accounts. We've created graphics to help. Download them at: tiny.utk.edu/bog18

Include Big Orange Give in Your Unit's Newsletter

Include an image or logo in your unit's upcoming newsletter or other publications. Encourage your audiences to save the date and be ready to give on November 14! There are logos and graphics in the toolkit to help: tiny.utk.edu/bog18

Update Digital Displays in Your Unit's Buildings

We've created digital display graphics in various sizes. You can download them here: tiny.utk.edu/bog18. If you need a different size, please contact us!

Encourage Your Audiences to Become Big Orange Give Ambassadors

This year, we have a new Big Orange Give Ambassador program for volunteers to help spread the word! Sign up to be an ambassador at bigorangegive.utk.edu/ambassadors.

KEY MESSAGES AND FACTS

- Our goal for Big Orange Give 2018 is \$2 million. This is the first time in three years that we have increased our goal amount.
- Donors can support any area of campus they are passionate about!
- 66% of gifts received during Big Orange Give 2017 were \$100 or less.
- We had 4,999 donors to Big Orange Give last year.
- 1,629 people made their first gift during Big Orange Give 2017.
- There are a number of special matches and challenges. A complete list can be found at bigorangegive.utk.edu/match.

Quick Facts

Date

November 14
midnight-midnight

Goal

\$2 million

Website

bigorangegive.utk.edu

Campaign Hashtag

#BigOrangeGive

Toolkit

tiny.utk.edu/bog18

Campaign Questions?

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