

Big ORANGE GIVE

**WEDNESDAY,
NOVEMBER 13, 2019**
24-HOUR
(MIDNIGHT TO MIDNIGHT)

GOAL

To raise \$2.25 Million

WEBSITE TO DONATE

bigorangegive.utk.edu

KEY MESSAGES

Big Orange Give is an opportunity for the Volunteer family to be invested in UT by giving a gift of any size.

Support any area of campus you are passionate about!

Throughout the day, your donation could be matched, doubling your impact to the university.

DOWNLOAD GRAPHICS

tiny.utk.edu/bog19



UT KNOXVILLE ALUMNI

@tennalum

UT KNOXVILLE

@UTKnoxville



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

COMMUNICATIONS TOOLKIT

Big Orange Give (BOG) is the university's day of giving. A 24-hour online challenge for alumni, friends, parents, students, faculty, staff, and fans to show their support of Rocky Top. In celebration of the university's 225th anniversary, our goal is to raise \$2.25 million!

WE NEED YOUR HELP!

BEFORE THE EVENT

- Advertise BOG in your college/unit newsletters, social media, and digital displays.
- Encourage your audiences to become BOG ambassadors: bigorangegive.utk.edu/ambassadors.

DAY OF (WEDNESDAY, NOVEMBER 13)

- Encourage your audiences to participate in BOG.
- Share impact stories on your college/unit social media using #BigOrangeGive.
- Share BOG posts from @TennAlum and @UTKnoxville.
- Track your college/unit progress via dynamic thermometers on the BOG website.

CAMPAIGN QUESTIONS

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COMMUNICATIONS QUESTIONS

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