

BIG ORANGE

FAMILY

CAMPAIGN

COMMUNICATIONS TOOLKIT

Faculty and Staff Giving Program

Feb 10–Mar 6, 2020

Website
utk.edu/family

Hashtag
#BigOrangeFamily

Graphics
tiny.utk.edu/bofc20



UT Knoxville Alumni
@tennalum

UT Knoxville
@UTKnoxville

Campaign Questions

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THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

The Big Orange Family Campaign (BOFC) is the annual month-long initiative to enhance philanthropy among faculty and staff. Giving back is an opportunity for faculty and staff to be the Volunteer difference at the University of Tennessee. Participation from our faculty and staff demonstrates that UT is one of the best investments for a potential donor's philanthropic support. When we give, we inspire alumni and friends to invest in UT.

Faculty and staff have established a strong history of giving back to the university in many ways. Over the past seven years, faculty and staff exceeded our expectations and moved the employee giving percentage from 16 to 61 percent. Join us this year to move the needle to 62 percent!

LEVERAGE YOUR UNIT'S SOCIAL MEDIA

- Share the campaign video on your unit's social media. The video is in the toolkit and posted on the website.
- Use the hashtag #BigOrangeFamily
- 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. Join us in supporting UT!"
- Thank team members for their support. Post photos of faculty and staff wearing the BOFC donor lapel pins.
- Use key messages to encourage giving.
- Post your team's final results!

DOWNLOAD CAMPAIGN GRAPHICS

- Campaign logo
- Campaign video
- Digital display graphics
- Social media graphics

KEY MESSAGES

- Last year, more than 2,900 faculty and staff made a gift.
- Faculty and staff gave \$750,000 million to UT Knoxville. Your gift makes a difference!
- Last year, 65% of gifts to the university were under \$100.
- You choose where you want to share your philanthropic gift—student scholarships, fellowships, faculty professorships and awards, athletic excellence, campus improvement, etc.