

# GRATEFUL VOL DAY

## IMPORTANT DATES

Grateful Vol Week:  
September 7-11

Grateful Vol Day:  
September 16

Students who record a video to thank a donor will be entered to win amazing prizes!

## EVENT QUESTIONS

Juliette Kesterson  
jkesterson@utfi.org

## COMMUNICATIONS QUESTIONS

Jessy Lawrence  
jlawrence@utfi.org

## DOWNLOAD GRAPHICS

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



UT KNOXVILLE ALUMNI  
@tennalum

UT KNOXVILLE  
@UTKnoxville



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE

## COMMUNICATIONS TOOLKIT 2021

The University of Tennessee's third annual Grateful Vol Day (GVD) will celebrate the generosity of UT Knoxville donors by providing an opportunity for students to thank them. Unlike past years, GVD this year will be a digital experience. Students who submit a personal thank you video will have a chance to win prizes.

There will be two parts we hope you will help us promote:

### → Grateful Vol Week (September 7-11):

Student Focused. A weeklong collection of personal thank you videos from UT students.

### → Grateful Vol Day (September 16):

Day of gratitude as we send the collected thank you videos to UT Knoxville donors.

Grateful Vol Day serves to create a culture of gratitude by educating students about the importance of philanthropy and showing appreciation to the university's generous donors. Signs will be placed around campus that show the impact of donor support.

## BEFORE THE EVENT

- Advertise Grateful Vol Week in student newsletters, social media, and digital outlets in your college/unit.
- Encourage students to participate in GVD.
- Encourage students to express their gratitude on social media. (ex. "I'm a grateful Vol because...")
- Share impact stories on your college/unit social media using #GratefulVol.
- Share social media posts from @TennAlum and @UTKnoxville

## QUICK FACTS

- Last year more than 50,000 alumni and friends donated to UT.
- Last year over 7,300 UT students received a scholarship funded by private support.
- Donors provide opportunities for scholarships, faculty support, facilities, student experiences, and more.