

Big ORANGE GIVE

**WEDNESDAY,
NOVEMBER 18, 2020**

24-HOURS

(MIDNIGHT TO MIDNIGHT)

GOAL

To raise \$2.5 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/bog20



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. Our goal is to raise \$2.5 million to support current and future Vols!

HELP US SPREAD THE WORD!

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 18)

- 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.

NEW THIS YEAR IS AN AMBASSADORS DASHBOARD.

This will allow ambassadors to track how much money they have raised and who has given using the ambassador's personal giving link. Encourage your audiences to sign up to be an ambassador at bigorangegive.utk.edu/ambassadors. The Ambassador who raises the most money during Big Orange Give will get \$500 to give to their favorite area of campus.

CAMPAIGN QUESTIONS

Lauren Herbstritt | lh@utk.edu | 865-696-0777

COMMUNICATIONS QUESTIONS

Jessy Lawrence | jlawrence@utfi.org | 517-974-1144

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SAMPLE SOCIAL MEDIA POSTS

These sample social media posts can be used to accompany the social media graphics found in the toolkit to encourage participation in the campaign. Remember to include **bigorangegive.utk.edu** (or your college or unit's unique URL) in all posts.

BEFORE BIG ORANGE GIVE

Mark your calendars, November 18, 2020, for UT's annual day of giving and get ready to #BigOrangeGive for Vols! bigorangegive.utk.edu

Vols Help Vols. On November 18, Tennessee Volunteers will come together to support each other through #BigOrangeGive! bigorangegive.utk.edu

#BigOrangeGive is back! Help us reach our goal of \$2.5 million for Vols on November 18! Bigorangegive.utk.edu

THE DAY OF BIG ORANGE GIVE (NOVEMBER 18)

#BigOrangeGive has begun! Show your support for [Your College/Unit] and be one of the first to make a gift. bigorangegive.utk.edu (or college URL)

[Your College/Unit] has a #BigOrangeGive match available! Take advantage of doubling your donation here: bigorangegive.utk.edu (or college URL)

Today during #BigOrangeGive, a gift of any amount will make a big difference in the lives of Vols. Help us reach our goal of \$2.5 million! bigorangegive.utk.edu (or college URL)

When you #BigOrangeGive for Vols, you ensure UT remains a beacon shining bright, even in uncertain times. bigorangegive.utk.edu (or college URL)

Big **ORANGE GIVE**