

BIG ORANGE FAMILY CAMPAIGN

Faculty and Staff Giving Program

Feb 8–Mar 5, 2021

Website
utk.edu/family

Hashtag
#BigOrangeFamily

Graphics
tiny.utk.edu/bofc21



UT Knoxville Alumni
@tennalum

UT Knoxville
@UTKnoxville

Campaign Questions

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THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

COMMUNICATIONS TOOLKIT

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 eight years, faculty and staff exceeded our expectations and moved the employee giving percentage from 16 to 64 percent. Help us keep the needle at 64 percent this year!

LEVERAGE YOUR UNIT'S SOCIAL MEDIA

- Share the campaign video on your unit's social media. The video is in the toolkit and will be posted on the website.
- Use the hashtag #BigOrangeFamily
- Encourage units within your division through competition.
- 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!
Example post: "Our faculty and staff in the accounting department reached 100 percent giving in the #BigOrangeFamily campaign. Join us in supporting UT!"

DOWNLOAD CAMPAIGN GRAPHICS

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

KEY MESSAGES

- Last year, more than 3,200 faculty and staff made a gift.
- Faculty and staff gave \$750,000 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.

#1 IN SEC
FOR FACULTY AND STAFF GIVING