



COLLEGE PARTNER TOOLKIT FY21

Senior Impact provides graduating students the opportunity to honor their time at UT by making a small gift to a beloved area of campus.

How It Works

Seniors select to give back to their academic college, department, student organizations, favorite program, athletics, or hundreds of other programs and areas. We encourage gifts of \$20.21 to commemorate the commencement year; however a gift of any size is appreciated.

Seniors who make a one-time gift receive exclusive orange and white cords to wear at graduation, recognition by name in commencement programs and on the Senior Impact Donor Wall in the Student Union, and special event invitations. Seniors who pledge to make a recurring gift of at least \$20.21 for three years will also receive an alumni tumbler.

Themes

- Leave UT a little better than you found it.
- Leave your legacy.
- Make your mark.

Social Media

We've put together draft social media posts and graphics and would love your help promoting Senior Impact and encouraging seniors to contribute.

Logos

Please utilize the Senior Impact brand logo in marketing materials, communications, and events. We have included college-specific Senior Impact logos with wordmarks for your use (*please note that this logo can be used as a stand-alone as long its use remains within the college; use outside the college must be accompanied by the University of Tennessee, Knoxville, wordmark logo).

Photos

In your college's folder, find approved photos of students for your use, with college-specific Senior Impact logos.

Email Communications

The Center for Student Alumni Programs sends monthly and regular emails to seniors about Senior Impact. We've included these emails to provide additional information for college partners to share via listserv feeds, newsletters, and general email communication.

Reports

Reports included in this toolkit will provide college-specific information regarding student donors and seniors who have applied for graduation, updated regularly.

Marketing Catalog

The marketing catalog includes pricing for items that could assist college partners with the Senior Impact campaign. These items include banners, signs, gift checks, campaign thermometers, and other marketing tools.

QUICK FACTS

Graduating seniors have marked their time at UT through senior gifts since 1991.

In FY20, nearly 1,300 students gave back through Senior Impact.

WHAT'S IN YOUR TOOLKIT?

- Draft social media posts and graphics
- College-specific logos, photos, and donor reports
- Email communications
- Marketing catalog

All files can be downloaded for use at: tiny.utk.edu/seniorimpact

QUESTIONS?

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