

GRATEFUL VOL DAY

IMPORTANT DATES

Grateful Vol Day

September 15 | 10 am–2 pm
Humanities Plaza
(Rain location: Student Union,
Pilot Company Ballroom)

GVD Pop-up Video Recording

September 8 and 9

Students who come to Grateful Vol Day will be entered to win amazing prizes and get some awesome swag.

EVENT QUESTIONS

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COMMUNICATIONS QUESTIONS

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OFFICIAL UT SOCIAL MEDIA

UT Knoxville Alumni
• [Facebook.com/tennalum](https://www.facebook.com/tennalum)
• [@tennalum](https://twitter.com/tennalum)

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• [@UTKnoxville](https://twitter.com/UTKnoxville)

DOWNLOAD GRAPHICS

tiny.utk.edu/GratefulVol



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

COMMUNICATIONS TOOLKIT 2021

The fourth annual Grateful Vol Day will celebrate the generosity of University of Tennessee, Knoxville, donors by providing an opportunity for UT students to personally thank donors through handwritten notes.

Grateful Vol Day, which takes place on Wednesday, September 15, 2021, serves to create a true culture of gratitude by:

1. Educating students about the importance and impact of philanthropy.
2. Show appreciation to the university's generous donors.

BEFORE THE EVENT

- Encourage students to attend Grateful Vol Day in student newsletters, email communication, and social media. Students will receive a free t-shirt and prizes for participating!
- Change digital displays in your college to promote Grateful Vol Day.

DAY OF (WEDNESDAY, SEPTEMBER 15)

- Share impact stories on your college or unit social media using #GratefulVol.
- Encourage students to express their gratitude. (ex. "I'm a grateful Vol because...")
- Share or retweet posts from @tennalum and UT Knoxville.
- Come by Humanities Plaza and take a photo or video!

HOW TO HELP

- Encourage students to come write a thank you note at Grateful Vol Day.
- Get social. Share information about GVD on your college/unit social media pages.
- Create a week of impact surrounding your college or unit and share online using "I'm a #GratefulVol because..."

QUICK FACTS

- Last year more than 1,200 students gave back UT as part of Senior Impact.
- Last year more than 63% of faculty and staff gave to UT.
- Last year more than 7,400 students received privately funded scholarships totaling more than \$21 million.
- Last year more than 51,000 alumni and friends donated to UT.
- UT Donors provide so many opportunities.
- Alumni giving helps improve UT's ranking, improving the value of your degree.