

BIG ORANGE GIVE

**WEDNESDAY,
NOVEMBER 10, 2021
24-HOURS**
(MIDNIGHT TO MIDNIGHT)

GOAL | 8,000 gifts

WEBSITE TO DONATE
bigorangegive.utk.edu

KEY MESSAGES
Big Orange Give is an opportunity for the Volunteer family to come together in support of UT by giving a gift of any size. It takes all Vols!

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/bog21

     @tennalum



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 reach 8,000 gifts 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 registered student organizations to sign up for the student organization challenge.

DAY OF (WEDNESDAY, NOVEMBER 10)

- 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 at bigorangegive.utk.edu.

PROMOTE MATCHES

At 6 a.m. EST and 6 p.m. EST, a match window will open and all gifts will be doubled up to \$100, until the match total is reached. It's an opportunity for \$25 to become \$50 or \$100 to become \$200!

In addition, colleges and units will be hosting their own matches and challenges throughout the day. Check with your college or unit Advancement Office or Lauren Herbstritt for all the details.

CAMPAIGN QUESTIONS

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

COMMUNICATIONS QUESTIONS

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

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*This is a Shared Google Folder and can only be accessed with a .utk email login.

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 10, 2021 is UT's annual day of giving. Get ready to Big Orange Give! It takes all Vols. **bigorangegive.utk.edu**

Vols Help Vols. This November 10, we're asking all Tennessee Volunteers to come together to help us reach our goal of 8,000 gifts during #BigOrangeGive. **bigorangegive.utk.edu**

Save the date for #BigOrangeGive 2021. Help us reach our goal of 8,000 gifts on November 10 to support current and future Vols! **bigorangegive.utk.edu**

DAY OF BIG ORANGE GIVE (NOVEMBER 10)

#BigOrangeGive is here! Show your support for [Your College/Unit] and be one of the first to make a gift. It takes all Vols! **bigorangegive.utk.edu** (or college URL)

Your \$\$ counts double when you give to [Your College/Unit]! Check out the #BigOrangeGive match at **bigorangegive.utk.edu** (or college URL)

Your gift of any size will make a big difference in the lives of Vols today—and help us reach our goal of 8,000 gifts! **bigorangegive.utk.edu** (or college URL) #BigOrangeGive

Lighting the way means more than ever in uncertain times. #BigOrangeGive for Vols, and help ensure UT remains a beacon shining bright. **bigorangegive.utk.edu** (or college URL)