

# GRATEFUL VOL DAY

## IMPORTANT DATES

### Grateful Vol Day

**September 14** | 10AM-2PM

Humanities Plaza

*Rain location: Student Union 262*

### GVD Pop-up Video Recording

**September 8** | 11AM-1PM

Pedestrian Walkway

by Student Union

Students who come out to record a video or to Grateful Vol Day to write thank you notes will be entered to win amazing prizes and get some awesome swag. All participants will get a free T-shirt.

## 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://www.instagram.com/tennalum)

UT Knoxville

- [Facebook.com/UTKnoxville](https://www.facebook.com/UTKnoxville)
- [@UTKnoxville](https://www.instagram.com/UTKnoxville)

## DOWNLOAD GRAPHICS

→ [tiny.utk.edu/GratefulVol](https://tiny.utk.edu/GratefulVol)



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE

## COMMUNICATIONS TOOLKIT 2022

The 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 14, 2022, 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 14)

- 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 to the event.
- Get social. Share information about GVD on your college or 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 60,000 alumni and friends donated to UT
- Last year alumni and friends donated more than \$264 million to UT
- Last year more than 1,975 students gave back to UT as part of Senior Impact.
- Last year 65% of faculty and staff gave to UT.
- UT Donors provide so many opportunities.
- Alumni giving helps improve UT's ranking, improving the value of your degree.