

# BIG ORANGE GIVE

THURSDAY,  
NOVEMBER 10, 2022

24-HOURS  
(MIDNIGHT TO MIDNIGHT)

GOAL | 10,000 gifts

WEBSITE TO DONATE  
[bigorangegive.utk.edu](http://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.

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/bog22](http://tiny.utk.edu/bog22)

     @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 10,000 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 (THURSDAY, NOVEMBER 10)

- Coordinate with your unit's Advancement Office about college or unit specific matches and challenges.
- Share impact stories on your college/unit social media using #BigOrangeGive.
- Share BOG posts from @tennalum and @utknnoxville.
- Track your college/unit progress via dynamic thermometers at [bigorangegive.utk.edu](http://bigorangegive.utk.edu).
- Encourage students to attend the Big Orange Give Tailgate on 21st Mortgage Plaza starting at 11 a.m.

#### 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 | [lkh@utk.edu](mailto:lkh@utk.edu) | 865-696-0777

#### COMMUNICATIONS QUESTIONS

Jessy Lawrence | [jlawrence@utfi.org](mailto:jlawrence@utfi.org) | 517-974-1144

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## PROMOTE STICKERS

- All donors who give between 10:00am and 1:00pm on Nov. 10th will receive an exclusive Rocky Top sticker.
- All donors who give between 8:00pm and 10:00pm will receive an exclusive Smokey sticker.
- All donors who set up a new monthly gift will receive four exclusive Tennessee Vols stickers.

## Time Specific Copy

Make a gift between XX:XX and XX:XX and get this exclusive Tennessee Volunteers sticker – our way of saying thanks for investing in Vols.

## New Monthly Gift Copy

Set up a monthly gift during Big Orange Give, and you'll get four exclusive Tennessee Vols stickers.

## 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

Big Orange Give is happening this November 10th! Mark your calendars and get ready to support our University. **bigorangegive.utk.edu**

Calling all Tennessee Vols for this year's Big Orange Give. Help us reach our goal of 10,000 gifts this November 10th. #BigOrangeGive. **bigorangegive.utk.edu**

Support what you love about UT this Thursday, November 10th for our annual Big Orange Give.

Mark your calendars! November 10, 2022 is UT's 10th annual day of giving. Get ready to Big Orange Give! **bigorangegive.utk.edu**

## DAY OF BIG ORANGE GIVE (NOVEMBER 10)

It's #BigOrangeGive day! Help [Your College/Unit] start out strong by being one of the first to make a gift. **bigorangegive.utk.edu** (or college URL)

Your gift to [Your College/Unit] will be matched right now! Support [Your College/Unit] and help the next generation of Vols. #BigOrangeGive **bigorangegive.utk.edu**

Vols are coming together to support what they love about [Your College/Unit]! Join this year's #BigOrangeGive **bigorangegive.utk.edu**

For 10 years Vols have been supporting [Your College/Unit] during #bigorangegive – join in today and support your fellow Vols.