



#GivingTueUCR Champion Toolkit

Giving Tuesday is almost here, and we want to thank you for helping us as ambassadors of #GivingTueUCR. In this toolkit, you'll find everything you need to make this year's Giving Tuesday even more successful than our last. This toolkit is meant to serve as a guide for all content creators; please customize the sample messaging to best represent your audience, timing, and marketing channel.

In this toolkit you'll find:

- Giving Tuesday Messaging (p. 2-3)
- Giving Tuesday Calls to Action and University Power Claims & Messaging (p. 3)
- Giving Tuesday Timeline Checklist (p. 4)
- Sample Facebook, Instagram, and LinkedIn Posts (p. 5)
- Sample Twitter Posts (p. 6)
- Sample Emails (p. 7-9)

Questions?

Please contact the Office of Annual Giving at annualgiving@ucr.edu.

GIVING TUESDAY MESSAGING

About UCR's Giving Tuesday

As the international day of giving, Giving Tuesday is one day when the Highlander community joins together to raise money in support of UC Riverside students, research, and programs. This year's event falls on November 29, 2022. For 24 hours, UCR alumni, students, parents, faculty, staff, and friends will give and inspire others to help Highlanders in need.

With dozens of campus areas to support — and challenges and matches throughout the day to increase impact — participating in Giving Tuesday is the easiest way to make a difference at UCR this year!

Giving Tuesday Messaging by Audience

For Young Alumni:

It feels good to give back! Being part of the Highlander family means helping however you can — and this year, UCR students need your help more than ever. From R'Pantry and Guardian Scholars to study abroad and scholarships, dozens of campus areas are participating in Giving Tuesday. This is your day to make a difference at your alma mater! Find a cause you care about, make your gift, and encourage others to join in #GivingTueUCR. Gifts of all sizes have great impact!

For Alumni:

Giving Tuesday is an inspiring day. Take part this year and you'll be moved to see the generosity of alumni like you who are invested in the success of UCR students and believe in the power of education to change lives. Gifts of all sizes have great impact at UCR, and you can make a difference at your alma mater. November 29, 2022 is the day to join alumni across the globe in giving back to help Highlanders in need. Make your gift to an area on campus that's meaningful to you and encourage other Highlanders you know to participate in #GivingTueUCR.

For Donors:

You're someone who cares deeply about education, and this Giving Tuesday we need more people like you to step up to support UCR students. Your donations make a difference at UCR, lighting the way for Highlanders to become the future leaders, innovators, educators, and researchers our world needs. Join us this Giving Tuesday to make a difference in the lives of our students and please help inspire others by sharing why you're #GivingTueUCR this year.

For Non-Donors:

Never made a charitable donation to UC Riverside? Giving Tuesday is your day! With dozens of campus areas participating, chances are you will find a cause that is meaningful to you! Each year, alumni and friends of UCR are joining the Giving Tuesday movement. We need more people like you showing the world the power of generosity and community as we come together to enhance the lives of students. Gifts of all sizes have great impact at UCR — YOU can make a difference today!

For Parents:

Parents, we know you care about a quality education for your student. This Giving Tuesday, join the UC Riverside community as we come together to provide critical resources for students that are not covered by tuition or state support. Today YOU can help ensure students have the tools, programs, resources, and opportunities they need to succeed in the classroom, in labs, in greenhouses, on stage, in competition, and beyond to wherever their UCR education takes them.

For 24 hours, we're rallying alumni, faculty, staff, students, and friends of the university to make donations that will impact the lives of students. Help us reach our fundraising and participation goals to unlock matching offers and challenges to increase impact across campus. Every gift — no matter the size — makes a difference.

CALLS TO ACTION

- Give now / Donate now
- Give today to help UCR students
- Make your gift today by 11:59 p.m.!
- Participate in one of our Giving Tuesday challenges!
- Spread the word on social media to motivate others to join you in #GivingTueUCR

UNIVERSITY POWER CLAIMS & MESSAGING

- <https://brand.ucr.edu/power-claims>

TIMELINE CHECKLIST

MONDAY, NOVEMBER 14, 2022

- Review this checklist
- Set your Giving Tuesday calendar reminder for November 29, 2022
- Follow UCR's social media channels:
 - [Facebook](#)
 - [Instagram](#)
 - [LinkedIn](#)
 - [Twitter](#)

MONDAY, NOVEMBER 21, 2022

- Announce #GivingTueUCR via email, social media, or in person
- Tag some friends/alumni/faculty/staff in your posts
- Email your personal network (sample emails on p. 8-9)

MONDAY, NOVEMBER 28, 2022

- Update your social media profile pictures and cover photos using the social media headers which will be shared with Giving Tuesday participants
- Post about #GivingTueUCR on your social media channels (sample posts on p. 6-7)
- Share the university's #GivingTueUCR Facebook, LinkedIn, Instagram, and Twitter posts
- Tag some UCR friends in your posts and encourage them to participate

TUESDAY, NOVEMBER 29, 2022

- Make your gift at dayofgiving.ucr.edu
- Email your personal network with a reminder (sample emails on p. 8-9)
- Post/share on social media throughout the day (sample posts on p. 6-7)
- Share the university's #GivingTueUCR social media posts
- Tag your friends and encourage them to join you by making a gift today
- If you know someone who has made a gift, thank them for participating and encourage others to follow their lead



SAMPLE FACEBOOK, INSTAGRAM, & LINKEDIN POSTS

[Pre-event]

Show the world you're proud to be a part of the Highlander family! 🐻🤝 Join us by #GivingTueUCR on Giving Tuesday, November 29, 2022. This international, 24-hour day of giving is your chance to make a difference in the lives of UCR students! Learn more at dayofgiving.ucr.edu. 💙💛

Join the Highlander community in showing your support of UC Riverside students, research, and programs on Giving Tuesday this November 29, 2022! Learn more about #GivingTueUCR at dayofgiving.ucr.edu. 💙💛💙

Let's show the world the power of the global Highlander community! Participate in Giving Tuesday by #GivingTueUCR on November 29, 2022. Every gift makes a difference! Learn more at dayofgiving.ucr.edu.

[Day of]

Ready, set, GIVE! 🎉🎉 It's Giving Tuesday, and your gift 🎁 — no matter the size — makes a difference at UC Riverside. #GivingTueUCR

Invest in UC Riverside students, research, and programs by #GivingTueUCR today at dayofgiving.ucr.edu. 💙💛💙

👤 Calling all Highlanders near and far! 👤 This is YOUR day to make a difference at UC Riverside. Make a gift today before 11:59 p.m. at dayofgiving.ucr.edu. Then tell us why #GivingTueUCR matters to you in the comments. 💙💛

Help our Highlanders become our future leaders, innovators, educators, and researchers by #GivingTueUCR today. Giving Tuesday ends at 11:59 p.m., so don't wait! Make your gift now at dayofgiving.ucr.edu.

I'm #GivingTueUCR because _____. Join me and the global Highlander community as we invest in the future of UC Riverside. Donate today at dayofgiving.ucr.edu. 💙💛

I just made my Giving Tuesday gift at dayofgiving.ucr.edu! Help me make a difference for present and future Highlanders with a gift of your own, and let me know... What does #GivingTueUCR mean to you? 🎁🐻

[Post event]

Giving Tuesday was a huge success! 🎉🎉 Thank you to everyone who showed your support by #GivingTueUCR. Learn more about the impact of your gift at dayofgiving.ucr.edu. 💙💛

Thank you for joining me in showing support for UC Riverside by #GivingTueUCR on Giving Tuesday! See how your gift is making a difference at dayofgiving.ucr.edu. 💙💛💙



SAMPLE TWITTER POSTS

[Pre-event]

Show the world the impact of the global Highlander community by #GivingTueUCR on Nov. 29!
🔑🌍 Make a difference at dayofgiving.ucr.edu.

Coming soon: 24 hours to make your mark on UC Riverside! Join me on Nov. 29 by #GivingTueUCR at dayofgiving.ucr.edu. ❤️💛💙

[Day of]

It's Giving Tuesday! Help our Highlanders by #GivingTueUCR at dayofgiving.ucr.edu. ❤️💛💙

👤 Today is YOUR day to make a difference at UC Riverside. 👤 dayofgiving.ucr.edu #GivingTueUCR 🧡

Join me in making a difference by #GivingTueUCR! 🧡 Learn more at dayofgiving.ucr.edu. 💙💛

Don't wait! Giving Tuesday ends at 11:59 p.m. ⌚ #GivingTueUCR dayofgiving.ucr.edu. 💙💛

Invest today in the power of education at UC Riverside. 🏠📖✅ #GivingTueUCR dayofgiving.ucr.edu

UCR students need your help more than ever. Help to shape their futures by #GivingTueUCR today. dayofgiving.ucr.edu

Support UCR students, research, and programs by #GivingTueUCR today. Hurry! Giving Tuesday ends at 11:59 p.m. ⌚⌚ dayofgiving.ucr.edu

[Post event]

Thanks for making Giving Tuesday a huge success! 🧡🧡 See the impact of #GivingTueUCR at dayofgiving.ucr.edu.

Thank you for supporting UC Riverside by #GivingTueUCR on Giving Tuesday! See how your gift makes a difference at dayofgiving.ucr.edu. ❤️💛💙



SAMPLE EMAIL MESSAGES

[Recruiting Champions]

Subject Line: Calling All UCR Champions!

Who's a champion? You are!

We're getting a head start leading up to Giving Tuesday and we need your help. Our champions made a big difference last year and helped us raise support for more funds at UC Riverside than ever before!

Champions are our most loyal alumni, faculty, staff, parents, friends, and students – our champions are YOU! As a champion, you'll be an essential partner this Giving Tuesday, as we attempt to reach every member of the Highlander community near and far. Being a champion is easy! Share your reasons for supporting UCR with your personal networks and through your social media spaces.

Here's how you can be a champion for UCR this Giving Tuesday:

1. Register to be a UCR champion. You'll get your own personal link to track your success!
2. Share your personal link with your family, friends, and social networks, encouraging them to participate in #GivingTueUCR by making a gift or signing up as a champion themselves.
3. Make your gift on Giving Tuesday, November 29, 2022!

Please feel free to email our team at annualgiving@ucr.edu if you have additional questions.

Your partnership is critical to our collective success!

Sincerely,
[your name]



[Pre-event]

Subject Line: Join UCR's Giving Tuesday on Nov. 29

Dear [Name],

At UC Riverside, we pride ourselves on being the country's most transformative public university. You can help us continue to transform students' lives through the power of education by joining us on November 29, 2022, for Giving Tuesday, the international day of giving.

This year, UCR students need your support more than ever. Gifts of any amount have a great impact and make a meaningful difference to Highlanders in need — helping to fund scholarships, research, and programs that promote student success.

Please join me in making a gift to UCR this Giving Tuesday. Let's make this our best Giving Tuesday yet!

Sincerely,
[Your Name]

P.S. Learn more about #GivingTueUCR on our social media channels or at dayofgiving.ucr.edu.

[Day of]

Subject Line: It's Giving Tuesday at UC Riverside!

Dear [Name],

Giving Tuesday is finally here! Today, YOU can transform lives at UC Riverside, enriching the experiences of our students and heightening the impact of our research and programs.

If you are able, please give today at dayofgiving.ucr.edu and let us know why #GivingTueUCR matters to you on social media. Gifts of any amount make a difference!

Thank you for joining our global Highlander community for this International Day of Giving. Together, we are impacting the lives of our students today and well into the future.

Sincerely,
[Your Name]



Subject line: There's still time to make a difference!

Dear [Name],

Time is running out to join Highlanders from around the globe in supporting UC Riverside's Giving Tuesday, which ends at 11:59 p.m. tonight!

Beat the clock and make your gift now at dayofgiving.ucr.edu. Gifts of all sizes make a difference.

Sincerely,
[Your Name]

P.S. Let us know what it means to you to support UCR on Giving Tuesday! Share on social media using the hashtag #GivingTueUCR.

[Post Event]

The Office of Annual Giving will send out the following post-event communications:

Thank You Email with Tax Receipt

Timing: immediately after a donor makes a gift on the crowdfunding page

Student Thank You Calling to Giving Tuesday Donors

Timing: November 29, 2022

Day after Giving Tuesday Email (Initial Results and Thank You)

Timing: day after Giving Tuesday

Thank You Giving Tuesday Results Email with Animated Infographic

Timing: January 2023, pending the processing of all Giving Tuesday gifts

Spring Update Impact Email

Timing: March 2023