



UtahStateUniversity



SOCIAL MEDIA TOOLKIT

#24HRS2GIVE
#lightthewaytoday

WHAT IS A DAY OF GIVING?

A [Day of Giving](#) is an all-day, 24-hour fundraising event, calling on Utah State University alumni, students, faculty, staff, parents and families, and friends to come together to support USU and the areas that made a positive impact in your life, our state, nation, and world. Help us light the way today & watch the impact that will follow.

WHEN DOES A DAY OF GIVING TAKE PLACE?

[October 5th, 2023](#), beginning at 12 a.m. MST and concluding at 11:59 p.m. MST.

WHAT DOES MY GIFT SUPPORT?

[Everything!](#) Gifts can be directed to the school, department, research initiative, campus activity or USU program that means the most to you, or it can be applied to an area of greatest need. What matters most is that every Aggie gives and becomes part of USU's positive impact on our community, country and world.

* The minimum gift to be counted for A Day of Giving is \$5.00



OFFICIAL HASHTAG FOR ALL PLATFORMS:

#24hrs2give #ADayofGiving
#CreateYourAggieImpact

Please use these hashtags in all of your [A Day of Giving](#) posts so we can tie the conversation together and show the scale of the campaign.

Website:

ADAYOFGIVING.USU.EDU

Social Guide:

ADAYOFGIVING.USU.EDU

Digital Assets:

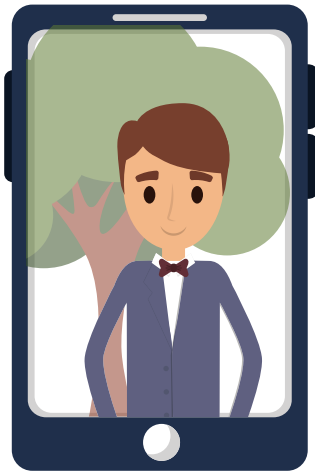
ADAYOFGIVING.USU.EDU



DAY OF OCTOBER 6TH: SOCIAL MEDIA POST EXAMPLES

Let your followers know that on October 5th we need every member of The Aggie Family to donate on [A Day of Giving](#) by making a gift of any size to the school, department, research initiative, campus activity or program that means the most to them. These are just suggestions - please put them in your own voice.

EXAMPLE POST: VIDEO



TALKING POINTS

- Today is A Day of Giving, USU's Giving Day.
- We need every member of The Aggie Family to create their Aggie Impact and make a gift of any size to the college department, research initiative, campus activity or program that means the most to you.
- Go to adayofgiving.usu.edu to make your gift today!

SOCIAL MEDIA CAPTION A Day of Giving for USU or Create Your Aggie Impact Go to adayofgiving.usu.edu and make your gift today! #24hrs2give

EXAMPLE POST: INSTAGRAM STORY



TALKING POINTS

- Today is A Day of Giving, USU's Giving Day.
- We need every member of The Aggie Family to join together and make a gift of any size to the college department, research initiative, campus activity or program that means the most to you.
- Create Your Aggie Impact
- Swipe up to make your gift today!

LINK

adayofgiving.usu.edu

EXAMPLE POST: INSTAGRAM POST



POST TEXT

- Today is A Day of Giving, USU's Giving Day.
- We need every member of The Aggie Family to join together and make a gift of any size to the college department, research initiative, campus activity or program that means the most to you.
- Make a donation today! go to @Utahstatealumni for more info

LINK

adayofgiving.usu.edu

Hashtags

#24hrs2give #aggiesalltheway #usu #lighttheblue
#ADayofGiving #utahstateaggies #truebloodedaggie
#CreateYourAggieImpact

EXAMPLE POST: POST WITH SIGN



SIGN AVAILABLE IN THIS TOOL KIT

SOCIAL MEDIA CAPTION

I GAVE TO... [Insert Area of Passion]! Join the Aggie Family for A Day of Giving and make a gift today, find out more at ADayofGiving.usu.edu!

#24hrs2give

Other Hashtags

#aggiesalltheway #usu #lighttheAblue #utahstateaggies

#truebloodedaggie #aggielife #adayofgivingusu

#createYourAggieImpact

STYLE GUIDE:

Logos



Colors

Aggie
BLUE
HEX
#0F2439

Bright
Light
HEX
#00a0df

Grey
Dark
HEX
#838898

Fonts

GOTHAM BOLD

STEEFISH BOLD

A DAY OF GIVING PHRASES:

CREATE YOUR AGGIE IMPACT
24HRS2GIVE
SHOW YOUR AGGIE PRIDE
JOIN THE AGGIE FAMILY
ALWAYS AN AGGIE
LIGHT THE WAY TODAY
A DAY TO GIVE BACK
TRUE BLOODED AGGIE
GO AGGIES!

ADDITIONAL IDEAS:

- INCLUDE YOUR PETS! WE KNOW THEY LOOK ADORABLE IN AGGIE BLUE AND WHITE.

CONTACT:

IF YOU HAVE ANY QUESTIONS, PLEASE DON'T HESITATE TO REACH OUT - WE'RE HERE TO HELP. THANKS AGAIN FOR YOUR SUPPORT OF USU'S A DAY OF GIVING

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THANK YOU FOR BEING A TRUE-BLOODED AGGIE!



Advancement
UtahStateUniversity