ADAY is an abbreviation for A Day to Give West, and is a fall tradition between UWG and every member of the UWG community. Faculty/Staff, Alumni, Friends, Businesses, and even students are asked to contribute to the success of UWG.

In this toolkit you’ll find:

- Timeline
- Sample Facebook Posts
- Sample Twitter Posts
- Sample Emails

Feel free to customize the sample social media posts and emails to better fit your personality!

Questions? Contact James Tyson at jtyson@westga.edu and (678) 839-4117, or Jada Marcum at jmarcum@westga.edu and (678) 839-5261!
TIMELINE

TODAY
• Read this guide
• Add ADAY to your calendar for Oct 20th!
• Follow our social media channels: Go West for ADAY (Facebook), @UWGADAY (Twitter), and @gowestforaday (Instagram)!

THIS WEEK
• Announce ADAY!
• Share our #ADAY Facebook and Twitter posts
• Tag a few friends in your posts
• Email your personal network (sample email on page 4 below)

OCTOBER 13
• Download the official ADAY logos from this guide
• Change your Facebook and Twitter profile pictures and cover photos
• Post about ADAY on your social media channels (sample posts on pages 2 and 3 below)
• Tag a few friends in your posts

OCTOBER 20
• Email your personal network with a reminder (sample email on pages 4 and 5 below)
• Come out and volunteer! Email jtyson@westga.edu to find out how!
• Post/share on social media throughout the day (sample posts on pages 2 and 3 below)
• Tag your friends and encourage them to give on ADAY!
• If you know someone who made a gift, thank them for participating in ADAY!
• Make your gift by dropping by visiting www.giving.westga.edu/givewest

SEPTEMBER 23-25
• Thank your followers for participating in ADAY (sample posts on pages 2-5 below)
• Share our #IGave Facebook and Twitter posts
SAMPLE FACEBOOK POSTS

[Pre-event] UWG will host #ADAY, a yearly tradition, on Oct. 20th. I plan to give back to the university and hope you will join me as I #GiveWest. For more information, visit www.giving.westga.edu.

UWG’s #ADAY brings together alumni, students, faculty, staff, and friends for a day to give back. Help us make a difference by choosing to #GiveWest on October 20th. For more information, visit www.giving.westga.edu.

[Day of] UWG is having #ADAY, an annual tradition where the UWG community comes together to give back on 10/20. I’m giving back to the University and hope you will join me as I #GiveWest. For more information and to make your gift, visit www.giving.westga.edu.

It’s time to #GiveWest and make a difference to UWG’s future! There’s only one to give for #ADAY. Make your gift now at www.giving.westga.edu/givewest.

I made my gift, now it’s your turn to #GiveWest! Join me and make your impact on #ADAY today at www.giving.westga.edu/givewest!

#IGave for UWG! Join me in making an impact and give during #ADAY today.

I just participated in #ADAY. UWG is special to me because______________ and I want to help current students have the same experience. Support UWG students by making a gift before 5:00 pm on Oct 20th at www.giving.westga.edu/givewest.

UWG Alumni & Friends & Friends -- TODAY you can #GiveWest! #IGave and hope you will join me. Donations of any amount make a big difference. See how we are doing and donate at www.giving.westga.edu/givewest. #ADAY ends at 5 pm tonight!

[Post event] Thank you to everyone who made #ADAY a success. Due to the collective support of alumni, friends, faculty and staff, and students, gifts of all sizes came together to provide valuable dollars for scholarships, academic and athletic excellence and programs that strengthen UWG’s mission. Thank you!

Thank you, UWG Community! We couldn’t have made #ADAY a success without you. See how we came together to make a difference on our social media channels! #IGave #GiveWest
SAMPLE TWITTER POSTS

[Pre-event] I plan to #GiveWest and give back to #ADAY Oct 20. Please join me! Learn more at www.giving.westga.edu

@UnivWestGA’s #ADAY starts 10.20.16! Please join me in making a donation to support our students! Learn more at giving.westga.edu #ADAY

[Day of] #ADAY is today! One Day. Infinite impact. Join me and make a difference. www.giving.westga.edu/givewest #GiveWest

My time @UnivWestGa changed my life, and today I get to help to do that for others. #ADAY www.giving.westga.edu/givewest

Participate in #ADAY and support what you love most about @UnivWestGa! www.giving.westga.edu/givewest

It’s possible to make a difference in just #ADAY. Join me in giving to @UnivWestGa during #ADAY at www.giving.westga.edu!

#IGave and made a difference to #ADAY. Join me and #GiveWest. www.giving.westga.edu/givewest

Learn how to make a difference to Texas State University at www.giving.westga.edu. #ADAY #GiveWest

[Post event] Thank you to everyone who made #ADAY a success! #WeGaveWest
Sample Email Messages

Copy, paste, and send the email message below to your UWG friends and networks!

October 13
Subject Line: Let’s #GiveWest Together for #ADAY!

Dear ______:

On October 20th, members of the UWG community will join together for ADAY of giving back. The objective is simple: to inspire Wolves everywhere to come together, demonstrate their pride for UWG, and provide essential funding to support UWG students and shape the university’s future.

I am asking you to support UWG by marking your calendar and making a gift at www.giving.westga.edu/givewest on October 20th. ADAY ends 5p.m. on Oct 20th.

Together we can come together to make the best possible experience for our students. Click here (https://www.youtube.com/watch?v=JJofvcO8-pA) to view the video and experience first-hand how supporting Step Up for State will make an impact.

Sincerely,

Your Name

October 20
Subject Line: #GiveWest Today for #ADAY

Dear ______:

Today starts ADAY! Please join me and the rest of the UWG community in supporting students, research, scholarships and more. Every gift to the university goes to enhancing educational experiences for current UWG students.

Visit giving.westga.edu/givewest and make a gift that’s meaningful to you, be a part of the social media conversation, and watch as gifts occur in real time.

UWG played an important role in my life and continues to do so for thousands of students every year. Together, we can Give West and make being a Wolf the best possible experience for our students.

Thank you in advance for joining me in this important and historic effort! There’s only ADAY to give, so don’t delay! ADAY ends today at 5 pm!

Sincerely,

Your Name

#ADAY #GiveWest          Oct 20          Giving.Westga.edu/givewest
Copy, paste, and send the email message below to your Texas State friends and networks!

September 21  
Subject Line: Thank You for #GivingWest

Dear ________:

Thank you for supporting ADAY! Because of alumni, friends, faculty and staff, and students Giving West, gifts of all sizes came together to provide valuable dollars for scholarships, academic and athletic excellence and programs that strengthen the university’s mission.

The success of this historic endeavor would not have been possible without your support, thank you!

Sincerely,

Your Name