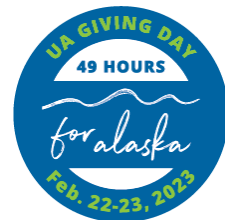


UAS Giving Day Champion Toolkit



Use your voice and network to help students on UA Giving Day!
Feb. 22-23, 2023

We need your help to celebrate **49 Hours for Alaska!** UA Giving Day starts on February 22 and ends at 10:59 p.m. on February 23. The goal of UA Giving Day is to encourage alumni, friends, faculty, staff, and students to give. Last year, our champions flooded social media with positive messages about their favorite UA programs.

Let's do it again this year!

There are several ways for you to get involved:

- Make a gift on Giving Day starting on Feb. 22.
- Share with friends and family on social media and invite them to join you.
- Share your story — why is UAF important to you?

Sign up to be a champion at <https://givingday.alaska.edu>

- Make your own personal URL to share. See how many friends made their gifts because of you
- You don't have to sign in to share information. Images and sample language are available for sharing on social media and by email. Just ask us.

Sample Social Media Messaging:

- "Save the date: UA Giving Day is Feb. 22-23! You can be part of the celebration by giving to your favorite area. Visit givingday.alaska.edu to find out more."
- "Today and everyday, I'm proud to be a Nanook. Join me on Feb. 22-23 and let's show our support for UA Giving Day #49Hoursforalaska"
- "Today's the day! Join me in making a difference during #49hoursforalaska and make a gift for UA Giving Day!"
- "On Feb. 22-23, give where your heart is! To support my fundraising for UA Giving Day go to (link to champion fundraising page)"

Social media images (feel free to share your own!):

Tag us and your friends! @UAKFoundation #49HoursForAlaska





The Do's and Don'ts of UA Giving Day

Do's:

- Use your voice and share your story of impact.
- Be creative.
- Responsibly use the UA logo, UA Giving Day graphics, and photos.
- Speak on behalf of the university.

Don'ts:

- Post misleading information about UA Giving Day.
- Alter any of the provided graphics and UA logo.
- Pressure others to participate.

Thank you for helping UA during our third annual Giving Day!

Please contact us should you have any questions.

Brittany Walkenford Development Officer & Annual Fund Manager - University of Southeast