

POSTING SAMPLES

Before Giving Day

On February 27, 2020, **make a gift to BHSU!** Then tell your friends, family, and followers why you support BHSU.

Need some help getting started?

Step 1: Change your cover photo(s) to the images provided.

Step 2: Write a post explaining, “I give to BHSU because...” or use one of our sample options.

Step 3: Tag your friends/fellow alums and challenge them to make a Giving Day gift.

Step 4: Watch BHSU social media accounts throughout the day.
Share our updates with your networks.
Participate in contests

For all posts, use #JACKETSGIVEBACK and make sure your posts are set to public!

Sample Social Media Posts

My support of @ shows what BHSU means to me. Join me in supporting #Jacketsgiveback at dayofgiving.BHSU.edu

My time at @BHSU changed my life, and today I get to help to do that for others.
#Jacketsgiveback

Participate in #Jacketsgiveback and support what you love most about @BHSU!
<https://app.mobilecause.com/vf/JacketsGiveBack>

I made a gift to @BHSU to participate in #Jacketsgiveback. Did you? Together we can make a difference. Bhsufoundation.org/jacketsgiveback

It's possible to make a difference in just one day. Join me in giving to #Jacketsgiveback at Bhsufoundation.org/jacketsgiveback

1 Day for a BIG Impact - Together, we can make a difference. Make your gift today at Bhsufoundation.org/jacketsgiveback or by text by sending jacketsgiveback to 71777

Email sample for Friends and Family- before giving day

Subject Line: Together we can!

Dear _____:

On February 27, members of the BHSU and extended community will join together for an extraordinary day of giving back. The goal is simple: to inspire people everywhere to come together, demonstrate their pride for BHSU, and provide essential funding to support all aspects of the institution.

I am asking you to help by marking your calendar and making a gift on February 27th.

Give online at BHSUfoundation.org/jacketsgiveback or by texting jacketsgiveback to 71777 and completing the online form.

Together – in just one day – we can make an impact on BHSU that will be felt by all of the students they educate, and the faculty and staff that dedicate their careers to BHSU.

Email sample to Colleagues and Donors prior to giving day

Dear [recipient's preferred name],

[Insert a relevant or personal message].

I wanted to share this great news! Black Hills State University is preparing to launch its first ever giving day campaign, called Jacketsgiveback – 1 day for a Big Impact.

This exciting event begins February 27th, BHSU Founders Day, at 1 a.m. and continues for 24 hours.

Why give? Because no matter the size, your gifts matter!

I will be raising money for [Insert project name]. [Explain why you're raising funds for this project. Why is it personally meaningful to you? What impact does it have on you, those around you, students, communities, etc.]

I hope I can count on you as the entire Black Hills State University community unites to show our Yellow Jacket pride by making a gift of any size. Together we can make this Inaugural Giving Day one that the campus will always remember!

Best, [Your name]

P.S. I'll be using my social media to help promote our project and to help build momentum for the BHSU Giving Day. Please share using hashtag #jacketsgiveback on your social media too. If you do, I hope you'll tag me so that I can respond to your posts.

Giving Day Announcements – 02/27/2020

Option 1

Dear [recipient's preferred name],

Today is the big day. Black Hills State University's Inaugural giving day, #jacketsgiveback 1 day for a big Impact is on!

We have 24 hours to do something extraordinary.

I'm raising money for [Insert project name], and I could really use your help. We're trying to raise money to [list goals in as much detail as possible].

Every gift at any size, matters because it will help us move closer to reaching our donor/gift goal.

Will you take a minute to make a difference?

To make a donation visit

www.bhsufoundation.org/jacketsgiveback

or text jacketsgiveback to 71777 and complete your gift at the link provided in the return text.

Best, [Your name]

P.S. Please share on your social media, too, with the hashtag #jacketsgiveback and please tag me so that I can respond.

Option 2

Dear _____.

Today is the first ever BHSU Day of Giving #jacketsgiveback 1 day for a big impact!

Please join me and so many others — TODAY — supporting student scholarships.

Visit www.bhsufoundation.org/jacketsgiveback or text jacketsgiveback to 71777 and make a gift that's meaningful to you.

Participate in the social media conversation and contests throughout the day with official hashtags #jacketsgiveback #bhsu #gojackets!

BHSU played an important role in my life and continues to do so for thousands students every year. Together, we can make an impact on BHSU that will impact the students, faculty and staff.

Thank you in advance for joining me in this important and historic effort! #jacketsgiveback #bhsu #yellowjackets

Follow Up

(Thank you page copy) –

Subject Line: Thank you!

Dear: _____

Thank you for supporting BHSU'S Giving Day.

On February 27th, we raised _____ with _____ gifts.

Thanks to the collective support of alumni, friends, parents, faculty, staff and students, gifts of all sizes came together to provide valuable dollars for student scholarships.

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