

**Missouri State**  
U N I V E R S I T Y

# Giving Day 2024

Best Practices Guide



# Introduction

Welcome to the Giving Day 2024 Best Practices Guide! This guide is designed to empower you, our university leaders, in planning and executing a successful Giving Day campaign. By following these best practices, you'll contribute to the collective success of our university's 36-hour giving day.

**Together, we can reach our goal of  
2,400 donors in 2024!**

**#BEARSGIVE**

# BE PART OF THE **FUTURE**

Giving Day begins at 10AM on Tuesday March 5th and runs through Wednesday 10PM on March 6th

Visit the 2024 Giving Day Website:  
<https://givingday.missouristate.edu/>

## Importance of Giving Day

Reflecting on our past accomplishments, it's time to shift our focus towards the future. Our invitation to collaborate extends across generations; we welcome your participation in paving the way for years to come. By supporting areas that matter to you, you can join fellow Bears in our efforts to ensure the success and future of our university.

# #BEARSGIVE

# Why Participate in Giving Day?

Increase unit visibility, uplift teamwork within your unit, and raise money for your programs!

## To Academic Unit Leaders...

Don't have much time to invest?

Involvement in this event can range from less than an hour of prep to so much more!

It can be as simple as:

- Crafting an email
- Organizing/delegating an event to increase campus engagement
- Interacting with social media channels prior to and during Giving Day to increase engagement

Academic Unit Leaders have visibility among certain audiences which increases recognizability and engagement.

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## Section 1: Setting the Stage

### 1.1 Develop the “Pitch”

What sort of impact do you want your campaign to have? + Consider your audiences, what sort of projects will get their attention?  
+ Consider students, alumni, faculty, emeritus faculty, friends of the department.

### 1.2 Define Goals

Clearly outline your unit's fundraising goals for Giving Day. Set specific, measurable targets to track progress.

## Section 2: Strategic Planning

### 2.1 Tailoring Your Message

Craft compelling and personalized messages that resonate with donors. Highlight the impact of their contributions.

#### 2.2.1 Peak Times

Schedule events during peak times when students are on campus to maximize participation.

### 2.2 Creating Engaging Events

#### 2.2.2 Event Ideas

- "Do-nut" Forget to Give: Host a donut event for faculty, staff, and students.
- Pop-Up Education: Educate the campus community on the importance of Giving Day.
- Giving Day Celebration: A fun event with popcorn, games, and prizes.

## Section 3: Campaigns

### 3.1 Visual Appeal

Use captivating visuals, such as videos, infographics, and success stories, to enhance your campaign.

### 3.2 Compelling Messaging

Craft messages that tell a story and showcase the positive impact of donations.

## Section 4: Engagement Strategies

### 4.1 Social Media

#### 4.1.1 Hashtags

Utilize #BearsGive and create a unique hashtag for your unit to encourage social media sharing.

### Does your academic unit have social media accounts?

- + Adapt your message to share on all platforms. Click [here](#) for sample messaging examples to use on your unit's platforms
- + Customize your social media images to be unique to your unit.
- + Develop 3-4 different social media image versions for multiple shares to gain attention.

#### 4.1.2 Real-Time Updates

Keep donors informed with real-time updates on progress and milestones throughout the giving day.

## Engagement Strategies (cont.)



### How to Gather Mailing Lists

1. Gather student email lists (Argos)
2. Gather relevant faculty and staff lists, including emeritus faculty
3. Gather any other mailing lists of potentially interested audiences

### Prep Emails to Send to Target Audiences

1. Tailor your message to your audiences, as relevant
2. These can be developed in advance and scheduled to be sent at a specific time using Outlook
3. Suggest sending from an email account for a person, rather than the department/unit account. Increases open rate.
4. If you are sending from an MSU account without an email server, divide up your mailing lists to send to less than 400 names at a time or your account will be blocked (MSU safety protocol).
5. Mass communication to alumni is being handled through Advancement. However, we encourage you to reach out to alumni you are personally connected with.

## Section 5: Recognition and Appreciation

### 5.1 Acknowledgment Strategies

Develop creative ways to recognize and appreciate donors during and after Giving Day.

### “You + 2” Ambassador Program

Receive a 40 oz tumbler + sticker sheet with vintage logos for having 2 or more people donate.

**First, sign up to be an Ambassador!**

<https://givingday.missouristate.edu/giving-day/80755/signup>

Next, make your gift on Giving Day and encourage your networks to do the same.

Spread the word using resources provided in the toolkit through your own social media outlets and email.

Lastly, use your custom URL to track how many gifts you personally bring in from your network.



## Section 6: Collaboration

### 6.1 Cross-Unit Collaboration

Explore opportunities for collaboration with other university units to enhance overall impact.



# Conclusion

By implementing these best practices, your unit can actively contribute to the success of our university-wide giving day. Let's work together to create a culture of philanthropy, foster community engagement, and achieve remarkable results.

Thank you for your dedication to making a positive impact on our university's future!

Share with us  
what your unit  
has planned!

Questions or  
need to  
brainstorm?

Reach out to  
us!

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