



NC STATE

DAY OF GIVING 03.27.19

#GIVINGPACK: NC STATE'S DAY OF GIVING

Key Messages

Overview: The key messages for NC State Day of Giving focus on the strength of the Pack, the extraordinary things we can accomplish together, the collective positive impact of gifts of all sizes and the ways each and every college, unit and program combine to make this university a force for good, not just in North Carolina but throughout the world.

Teaser Messaging

- › 03.27.19. Save the date: We're doing the extraordinary.
- › NC State's first Day of Giving is March 27. Save the date: We're #GivingPack to the Wolfpack!
- › The Wolfpack is hundreds of thousands strong. By #GivingPack on March 27, we'll show the world what we can do when we come together.
- › *Make messaging specific to a college:*
 - › The College of Agriculture and Life Sciences is thousands of alumni strong. #GivingPack on March 27 shows North Carolina — and the world — how we're making a difference.
 - › The College of Design is designing a better future. Join us by #GivingPack on March 27 and show students, fellow alumni and the whole state of North Carolina that the Designlife is a lifelong community.

VIP/Major Donor Messaging

- › Becoming one of our challenge match donors allows you to leverage your gift to encourage others and maximize your own philanthropy.
- › The chance to unlock your gift will inspire other donors to give, creating an even greater impact. A \$25,000 commitment could yield \$40,000 to your college or unit through a challenge match.
- › Giving during our VIP window is a special opportunity to set the tone for Day of Giving. When your gift hits the leaderboard at midnight, it shows your peers that their support will make them part of an endeavor that is already successful.
- › Making your gift during the VIP window better positions [insert college/unit] to secure additional funding, which is a unique way to maximize your personal commitment to NC State.
- › Your leadership during the VIP phase helps build NC State's culture of philanthropy by serving as a model for other potential donors.
- › Your commitment on Day of Giving is particularly meaningful for [college dean]. The funds raised on this day will offer the flexibility needed to pursue a new line of research or offer additional scholarship and program support.

Why Give Messaging

Messages Based on Emotion

- › Whether NC State gave you lifelong friendships, lasting memories, a valuable professional network, the tools to launch a successful career or the courage to never give up, we're asking you to pay it forward by #GivingPack.
- › *Incorporate college-specific language and traditions:*
 - › The College of Engineering set you up for professional success. By #GivingPack, you pay it forward.
 - › The White Coat Ceremony took place the day you became part of the veterinary profession. #GivingPack allows you to recognize the students who will join you.
- › Think about what affected you the most during your time at NC State. By #GivingPack, you're granting current and future students those same opportunities.

Messages Based on Logic

- › Alumni support and engagement are key factors in the ranking process. #GivingPack not only invests in — and motivates — current students, but it makes your degree even more valuable.
- › *Incorporate college-specific points of pride:*
 - › The College of Education is the top producer of STEM educators in the state. By #GivingPack you're investing in our current and future students — and those they go on to teach.
 - › Poole College of Management is ranked in the top 25 among public MBA programs by *Bloomberg Businessweek*. #GivingPack strengthens our programs — and by extension, your degree.
- › Annual gifts, especially those to unrestricted funds, allow deans to respond to new opportunities quickly. #GivingPack means your gift goes to work immediately to make a difference in the area of support that means the most to you.
- › *Incorporate college-specific needs and opportunities:*
 - › Annual gifts, especially those to unrestricted funds, allow Dean McGahan to direct resources where they're needed most, like creating undergraduate research opportunities or investing in innovative equipment. #GivingPack creates more opportunities for College of Sciences students.
 - › Last year, unrestricted gifts to the College of Humanities and Social Sciences supported our Dean's Scholars and strengthened our programs not covered by state funding. Join us by #GivingPack to create more opportunities this year!

Messages Based on Credibility

- › We graduate more North Carolina residents than any university in the state. A gift to NC State is an investment not just in the university but in North Carolina's future.
- › NC State is leading the charge on innovative solutions such as CRISPR, translational cancer research, quantum computing and research into emerging contaminants like GenX. #GivingPack means you become a part of solving the world's biggest challenges.
- › At the College of Natural Resources, we're leading the conversation on deforestation and sustainably managed tropical forests, for the benefit of people everywhere. By #GivingPack, you support research with a global reach.
- › Wilson College of Textiles is the only college in the country devoted entirely to textiles. #GivingPack means you're supporting the industry, advancing research and helping us continue to lead in textile innovation.

Calls to Action

- > Save the date and be a part of something extraordinary.
- > Get ready! Download your social media toolkit and tell your friends and family how you're #GivingPack.
- > Join us. We're about to do something extraordinary.
- > Day of Giving at [insert college] is off to a great start. Join us and help us move up the leaderboard for an even better share of the \$30,000 prize.
- > It's the final push! The more we raise, the bigger percentage of \$30,000 we receive. Join us and maximize the impact of your gift!

Thank You Messaging

- > We asked if you were #GivingPack. And you answered. XXXX gifts from XXXX donors, totaling XXXX, will go to work for NC State students and faculty. Thank you for being a part of our first Day of Giving!
- > *Incorporate college-specific messaging:*
 - > By #GivingPack, you helped [college name] win the X challenge — unlocking \$xxxxxx for our students and faculty. Thank you!
 - > We asked you to join us by #GivingPack. XXXX gifts from XXXX will help create extraordinary opportunities at [college name].
- > You did it, Wolfpack. Together, we raised XXXXX from XXXXX donors. Thank you for making a difference at NC State!
- > *Incorporate college specific-messaging:*
 - > You did it! Thanks to you, we raised XXXXX from XXXXX for scholarships, research and programs at [college name].
- > XXXX states. XXXX countries. XXXXX donors. When we join together, our momentum can't be stopped. Thank you for #GivingPack to NC State!
- > *Incorporate college-specific messaging by substituting the college's numbers and using the college's name at the end.*