

 **NC STATE**
DAY OF GIVING
03.25.20

#GivingPack: NC State Day of Giving
Key Messages

Overview: It takes a Wolfpack to do the extraordinary. The key messages for NC State Day of Giving build on last year's success, reiterating that every gift makes a difference and that we achieve more together.

SAVE-THE-DATE MESSAGING

- 03.25.20: What can our Pack do in 24 hours? Join us — it's going to be extraordinary.
- 03.25.20: One day to come together. One day to make a difference.
- NC State Day of Giving is back! Save the date for March 25 — we're #GivingPack to the Wolfpack.
- No matter where you go, you're always part of the Wolfpack. Howl with us on March 25 as we celebrate #GivingPack.

Tweak to make college-specific or to fit with your overall communications strategy:

- What can alumni and friends of Wilson College of Textiles do in 24 hours? Join us on March 25 for NC State Day of Giving. It's going to be extraordinary!
- The College of Natural Resources is bettering the planet. Join us by #GivingPack on March 25!

VIP PHASE AND MAJOR DONOR MESSAGING

- We've achieved so much during the course of our Think and Do the Extraordinary Campaign, and we have more to accomplish together. By giving during the VIP phase, you demonstrate to potential donors that we're not done yet.
 - *Major gift-specific:* We've achieved so much during the course of our Think and Do the Extraordinary Campaign. Making this gift part of Day of Giving strengthens the message that we aren't done yet and still can accomplish more together.
- Your support during the VIP phase can help [college/unit] lead the day. When your gift hits the leaderboard at midnight, it will inspire potential donors to be part of this successful effort.
 - *Major gift-specific:* Your support can help [college/unit] lead the day. When your gift hits the leaderboard, it will inspire potential donors to be part of the effort and will demonstrate the powerful collective impact of philanthropy. Your support makes giving back a community effort.
- Making your Day of Giving gift during the VIP window better positions [college/unit] to secure a larger percentage of bonus funds set aside by Chancellor Woodson for division leaderboard competitions. This is a unique way to amplify your personal philanthropy to NC State.
 - *Major gift-specific:* Making your gift during Day of Giving better positions the area you're supporting to receive a larger percentage of bonus funds, which further amplifies your generous commitment.

WHY GIVE MESSAGING

Connection-Based Messages

- Whether you grew up red and white for life or you made your connection to NC State later, there's a place in the Pack for you. Help others find their place by #GivingPack.
- The strength of the wolf is the Pack. Together, we can make an immediate and lasting difference for NC State.
 - *Make college/unit-specific:*
 - The strength of the wolf is the Pack. When College of Humanities and Social Sciences alumni and friends come together, we can make a difference.
- Where did you find your place in the Pack? Honor the opportunities and experiences at NC State that mean the most to you by #GivingPack.
 - *Make college/unit-specific:*
 - NC State Athletics brings students together on the field and in the stands. Honor your favorite athletics memories by #GivingPack.
- By #GivingPack, you're honoring a part of NC State that was meaningful for you — and ensuring others can enjoy those same experiences.
 - *Make college/unit-specific:*
 - By #GivingPack, you're honoring your experiences at [DASA program] — and ensuring current and future students have those same opportunities.

Logic-Based Messages

- On Day of Giving, colleges and units compete for a share of bonus funds. Your gift goes further, and every gift makes a difference.
 - *Make college/unit specific:*
 - Bonus funds help your gift go further. #GivingPack to the Libraries benefits every student, and every gift makes a difference.
- NC State is developing solutions to benefit the people of our state and generating an extraordinary economic impact. #GivingPack is an investment not just in the university, but in North Carolina's future.
 - *Make college/unit specific*
 - Engineering is a key economic driver for North Carolina, and NC State produces more than 2,500 engineers and computer scientists each year. #GivingPack to the College of Engineering is an investment in our programs and our state.
- More students are choosing to continue their education at NC State. As our student population grows, our funding needs may change. By #GivingPack, you ensure continued access and opportunity for all students.
 - *Make college/unit specific:*
 - Enrollment at Poole College of Management has grown XX% over the past X years. #GivingPack ensures we have the resources to help our students develop into successful, globally minded leaders.

Success-Based Messages

- NC State creates intellectual, societal and economic prosperity across North Carolina. #GivingPack strengthens our land-grant mission and helps us better serve our state.
 - *Make college/unit specific:*
 - NC State is home to a state-of-the-art veterinary hospital that serves clients from across North Carolina and beyond. #GivingPack to the College of Veterinary Medicine helps us provide the most advanced care — regardless of a client’s financial circumstances.
- NC State is leading the conversation about some of the world’s biggest challenges, such as food production, energy resources and affordable housing. By #GivingPack, you become a part of the effort to develop solutions.
- NC State faculty are committed to developing solutions to the world’s biggest challenges. In 2019, we submitted over \$1 billion in research proposals. #GivingPack helps fuel discovery and solve problems for the benefit of people everywhere.
- From [cells](#) to [stars](#), NC State alumni are transforming our world and inspiring future leaders to follow in their footsteps.

Priority- and Need-Based Messages

- NC State continues to invest in expanding opportunities for North Carolina students. #GivingPack opens doors and helps more thinkers and doers in our state achieve their potential.
 - *Make college/unit-specific:*
 - Studying at the College of Design is an extraordinary opportunity. #GivingPack makes sure that a DesignLife is accessible to all.
- More than half of NC State undergraduates qualify for need-based aid. #GivingPack helps us close the funding gap and keeps top talent in our state.
 - *Make college/unit-specific:*
 - Scholarships are one of our most powerful recruiting tools. #GivingPack helps us knock down financial barriers and bring the best future educators to the College of Education.
- [major fundraising priority] plays a key role in [college]’s future. Join the effort on Day of Giving.
 - *Make college/unit-specific:*
 - The Plant Sciences Initiative helps make our state — and CALS — the go-to place for agricultural solutions. Join this effort on Day of Giving and be a part of the future of agriculture.

CALLS TO ACTION

- What can the Pack do in 24 hours? Join us. It’s going to be extraordinary.
- Are you #GivingPack? Become a social media ambassador and howl about NC State Day of Giving to your friends!
- Want to give [college] a competitive edge before Day of Giving starts? All you have to do is share [video] — the college or unit with the most shares wins \$XXXX!
- Day of Giving at [insert college] is off to a great start. Join us by #GivingPack and help us move up the leaderboard for an even bigger share of bonus funds.
- It's the final push! The more we raise, the bigger percentage of bonus funds we receive. Join us and maximize the impact of #GivingPack!

THANK YOU MESSAGING

- We asked you to support the future of the Wolfpack, and you answered the howl. XXXX gifts from XXXX donors, totaling XXXX, will make a difference for NC State students and faculty. Thank you for #GivingPack!
 - We asked you to support the Wolfpack, and you answered the howl. The [college] raised \$XXXX from XXXX donors. Thank you for #GivingPack!
- Thank you for howling with us on Day of Giving! Together, we raised \$XXXXX from XXXXX donors.
 - Thank you for howling with us on Day of Giving! Your support helped [college] win an additional \$XXXX in bonus funds.
- XX states. XX countries. XXXX donors. That's the power of the Pack. Thank you for #GivingPack to NC State!