



WASHINGTON ATHLETICS CHAMPION TOOLKIT

Husky Giving Day on April 4, starts and ends with you!

For 24 hours, any donation made to your favorite team or program, *The Competitive Edge Fund*, or the *Mighty are the Women Fund*, will unlock additional funds from generous donors. That means, every gift, no matter the size, will have an even greater impact for our student-athletes, teams and programs!

As a dedicated supporter, we need your help spreading the word about this unique giving opportunity. Share our social posts and emails, use the provided text, or create your own, personalized **#HuskyGivingDay** messages.

We'll also be posting updates, so be sure to like and share our posts. Questions? Contact Jordan En'Wezoh at enwezoh@uw.edu or 206.543.2460.



HOW CAN I HELP?

2 Weeks Prior (March 21): Introduce Husky Giving Day

SOCIAL MEDIA

- Share our website and video:
GoHuskies.com/HuskyGivingDay
- And share our posts using:
#HuskyGivingDay

PHONE

- Text our video to friends and family

EMAIL

- Forward our website and video to your friends and family

2 Days Before (April 2): Send a Reminder

SOCIAL MEDIA

- Remind your followers that **#HuskyGivingDay** is in two days, on April 6

PHONE

- Send your friends and family a text reminder

EMAIL

- Send an email reminder to your friends and family

Day Of (April 4): Promote All Day

SOCIAL MEDIA

- Share our updates or post your own personal message for **#HuskyGivingDay**
- Encourage your followers to give BIG for the Huskies!

PHONE

- Text or call your friends and family and encourage them to make a gift today

EMAIL

- Email your friends and family and ask them to donate today

SAMPLE SOCIAL POSTS

BEFORE APRIL 4

#HuskyGivingDay is on Thursday, April 4. I'm excited to support [UW Athletics / team / program] and I hope you can join me in making a gift. Visit [[GoHuskies.com/HuskyGivingDay or unique link](#)] to learn more.

ON APRIL 4

For **#HuskyGivingDay** I'm supporting [UW Athletics / team / program]. Join me by making a gift today at [[GoHuskies.com/HuskyGivingDay or unique link](#)]. Together, we can help current Husky student-athletes realize their dreams!

I'm giving to [UW Athletics / team / program] for **#HuskyGivingDay** because _____.

YOUR CUSTOM GIVING LINK!

Use your custom champion link in all of your posts or emails. This unique link will allow you to track your impact.



SAMPLE EMAIL

BEFORE APRIL 4

Subject: Join me for Husky Giving Day on April 4

Husky Giving Day is coming up on Thursday, April 4. Would you join me in supporting UW student-athletes, teams and programs this year?

You can give to *The Competitive Edge Fund*, *Mighty are the Women Fund*, or donate directly to your favorite team or program to help them win bragging rights and unlock additional funds for all of UW Athletics.

Visit [[GoHuskies.com/HuskyGivingDay or unique link](#)] to learn more. And help me spread the word using **#HuskyGivingDay** on social media.

Thank you and Go Huskies!

ON APRIL 4

Subject: Today is #HuskyGivingDay!

Today is Husky Giving Day and it's time to give BIG and be loud for UW student-athletes, teams and programs. Join me in supporting the Huskies!

For 24 hours, any donation made to *The Competitive Edge Fund*, *Mighty are the Women Fund*, or your favorite team or program will unlock additional funds. That means every gift, no matter the size, will have an even greater impact!

Visit [[GoHuskies.com/HuskyGivingDay or unique link](#)] to make a gift or to learn more. And remember to keep an eye on **#HuskyGivingDay** on social media throughout the day.

Thank you and Go Huskies!