



WEDNESDAY MARCH 14, 2018

#GRATEFULGATOR

COLLEGE AND UNIT TOOLKIT



UF GO GREATER

ABOUT GRATEFUL GATOR DAY

GRATEFUL GATOR DAY WAS ESTABLISHED IN 2015 to celebrate the philanthropic generosity of University of Florida donors by providing an opportunity for UF students to personally thank donors through multiple communication platforms. Grateful Gator Day, which takes place on **Wednesday, March 14, 2018**, serves to create a true culture of gratitude by:

1. EDUCATING STUDENTS ABOUT THE IMPORTANCE OF PHILANTHROPY.

PEOPLE DONATE TO THE UNIVERSITY OF FLORIDA FOR A VARIETY OF REASONS and to a range of departments, programs and scholarships, but it all comes down to loving UF and its extraordinary Gator Nation.



2. SHOWING APPRECIATION TO THE UNIVERSITY'S GENEROUS DONORS.

WE WANT TO SAY THANK YOU TO EVERY DONOR WHO SUPPORTS THIS GREAT INSTITUTION. Whether they donated \$5 or \$5,000, every gift to the university has helped make a difference.

Students are invited to help celebrate UF donors on Wednesday, March 14, 2018 at the Plaza of the Americas from 9:00 am to 1:00 pm. Students can write personal messages to donors and participate in video thank you messages.



POST-EVENT OUTREACH FROM CENTRAL DONOR RELATIONS

THE CENTRAL DONOR RELATIONS team will be coordinating the following activities after Grateful Gator Day:

- **FRIDAY, MARCH 16:** Mail Grateful Gator Day Thank You Note Cards
- **FRIDAY, MARCH 16:** Email to all students who attended the event on the Plaza sharing the importance of philanthropy
- **TUESDAY, MARCH 20:** Email to all donors with Grateful Gator Day video
- **TUESDAY, MARCH 20:** Email to alumni non-donors with video and message about the importance of alumni participation





COLLEGE AND UNIT INVOLVEMENT

GRATEFUL GATOR DAY IS AN OPPORTUNITY TO INCREASE STUDENT PARTICIPATION AND STEWARD YOUR DONORS. Here are some ways you can join in the effort:

- **ENCOURAGE** students to attend the celebration at the Plaza of the Americas on March 14 by sending emails, posting flyers and posting on social media.
- **GET SOCIAL!** Share information about Grateful Gator Day on your college or unit social media pages and also use the opportunity to educate on why philanthropy is important.
- **HOST AN EVENT** in your building for students who can't make it to the Plaza. Events can be the same day or leading up to Grateful Gator Day. Share information about Grateful Gator Day, the importance of philanthropy, and have students write thank you cards with personal messages to send to your donors.
- **CREATE A PHOTO BOOTH** with fun university or C/U props. Have students hold signs like "I'm a Grateful Gator" or "Saying Thank You is what Grateful Gators Do." Offer to take pictures with students' phones so they can share on social media.
- **SEND A THANK YOU MESSAGE TO YOUR DONORS.** It can be an email from the Dean or get creative and make a video to share.
- **ADD A PERSONAL TOUCH** by calling donors and saying thank you.

NOTE: Donor Relations will be providing lists of recommended donors for each college and unit to reach out to on Grateful Gator Day.

TALKING POINTS FOR STUDENT PHILANTHROPY EDUCATION

YOU CAN USE THE FOLLOWING TALKING POINTS TO SHARE INFORMATION ABOUT GRATEFUL GATOR DAY AND EDUCATE STUDENTS about the importance of private support:

- **SAYING THANK YOU IS WHAT GRATEFUL GATORS DO.** Join us on Wednesday, March 14 at the Plaza of the Americas from 9:00 am to 1:00 pm to share your thanks. #GratefulGator
- **WE WANT TO SAY THANK YOU TO EVERY DONOR WHO SUPPORTS THIS GREAT INSTITUTION.** No matter the dollar amount, every gift to #UF has helped make a difference. #GratefulGator
- **LAST YEAR, MORE THAN 99,900 ALUMNI AND FRIENDS DONATED TO #UF.** Join us at the Plaza of the Americas on Wednesday, March 14 to help us say thank you. #Grateful Gator
- **LAST YEAR, 13% OF UNDERGRADUATE ALUMNI MADE A GIFT TO THE UNIVERSITY OF FLORIDA.** Strong alumni participation increases the value of a UF degree by impacting national rankings. Grateful Gators, Go Greater! #GratefulGator
- **LAST YEAR, GIFTS UNDER \$250 ACCOUNTED FOR OVER \$4.3M IN SUPPORT** for University of Florida students, faculty and programs. Grateful Gators, Go Greater! #GratefulGator
- **GIFTS OF EVERY SIZE MAKE A BIG DIFFERENCE.** Thank you to more than 99,900 donors who supported UF last year. #GratefulGator

NOTE: Make sure to include **#GratefulGator** in any social post.





TALKING POINTS FOR DONORS ON GRATEFUL GATOR DAY

YOU CAN USE THE FOLLOWING TALKING POINTS TO SHARE INFORMATION ABOUT GRATEFUL GATOR DAY WITH DONORS and thank them for their past support:

- **A HEARTFELT THANK YOU** to everyone who has made a gift to support the University of Florida. #GratefulGator
- **THANK YOU TO ALL OF OUR ALUMNI AND FRIENDS** who allow UF and its students to Go Greater! #GratefulGator
- **LAST YEAR, MORE THAN 99,900 ALUMNI AND FRIENDS DONATED TO #UF.** Thank you to all the donors who make an impact on the lives of each and every UF student. #GratefulGator
- **LAST YEAR, 13% OF UNDERGRADUATE ALUMNI MADE A GIFT TO THE UNIVERSITY OF FLORIDA.** Strong alumni participation increases the value of a UF degree by strengthening national rankings. Grateful Gators, Go Greater! #GratefulGator
- **LAST YEAR, GIFTS UNDER \$250 ACCOUNTED FOR OVER \$4.3M IN SUPPORT** for University of Florida students, faculty and programs. Thank you Gator Nation! #GratefulGator
- **GIFTS OF EVERY SIZE MAKE A BIG DIFFERENCE.** Thank you to more than 99,900 donors who supported UF last year. #GratefulGator

NOTE: Make sure to include **#GratefulGator** in any social post.

MESSAGE SAMPLES

EMAIL/THANK YOU NOTE MESSAGE

Hello/Dear _____,

Today we are celebrating the third annual Grateful Gator Day, a day for UF faculty, staff and students to share their gratitude with our loyal Gator Nation.

From the _____ (college/unit), thank you for your support of the University of Florida. Your gifts have _____ (share impact).

Your generosity truly makes it possible for our Grateful Gators to Go Greater!

PHONE MESSAGE

Hi, _____. My name is _____ and I am calling from the _____. Today, we are celebrating donors to the University of Florida through Grateful Gator Day. This annual event gives our students the opportunity to personally thank our Gator Nation for their philanthropic gifts to support faculty, staff and students at UF. I wanted to call you to thank you for your generous gift last year to the _____ (college/unit/fund). Your support truly makes a difference in the lives of current and future students.





JOIN US

GRATEFUL GATOR DAY IS CREATING A TRUE CULTURE OF GRATITUDE ON CAMPUS and we want this year's efforts to make a big impact. We hope your college and unit will participate and help us show our donors how much we appreciate them.

MARK YOUR CALENDAR:

March 14, 2018

9:00 am to 1:00 pm

Plaza of the Americas



FOR MORE INFORMATION, CONTACT:

Claire Burns

Associate Director of Donor Programs

352-392-7762

cburns@uff.ufl.edu



GO GREATER