

CAS
MARKETING
ROUNDTABLE //

February 21st, 2019



AGENDA

Introductions

- Name, department, role
- CAS updates
 - Staff updates
 - Instagram (@uwartsci)

Marketing Updates

- Giving Day overview
- Prospective student communications update

Open Session / Consultation

- Social media
- Websites
- Newsletters
- Events/Cvent
- Pitching stories



HUSKY GIVING DAY

OVERVIEW

- April 4th, 2019
- A 24-hour period focused on collective action
- To celebrate engagement and philanthropy across the UW
- Goal of **increasing annual giving retention and acquisition**

TARGET AUDIENCE

PRIMARY

- Alumni, ages 30-45

SECONDARY

- Alumni, all ages
- Current donors
- Faculty and staff
- Students and parents
- Patients
- Community partners
- Friends



HUSKY GIVING DAY // CAS STRATEGY

A MEASURED APPROACH

UW's inaugural Husky Giving Day

- Pilot year will focus on College/School

WHERE DOES THE MONEY GO?

- Identifying five priority funds that align with key themes/causes:
 - Transforming the Student Experience
 - Inspiring Arts Engagement
 - Driving Human Good
 - Championing Languages & Literature
 - Fueling Curiosity-Driven Research



HUSKY GIVING DAY // CREATIVE

MARKETING COPY

At the University of Washington, our greatest strength is our community. That's why our first annual Husky Giving Day is starting and ending with you. On April 4, 2019, join us for 24 hours of opportunities to come together and proudly support the people, programs and causes you care about most. Because when we join hands, we can change the world.



#HuskyGivingDay



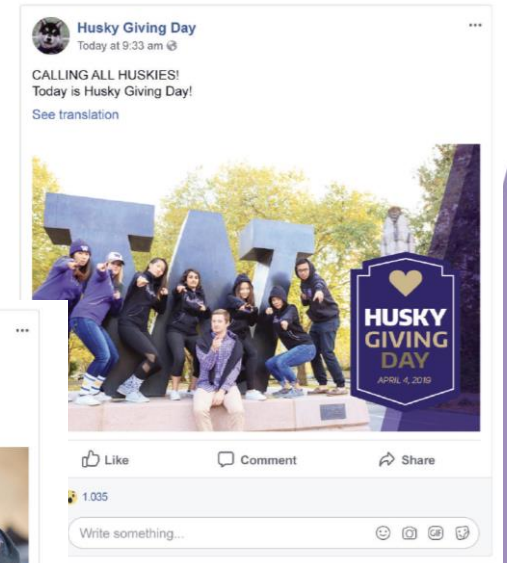
HUSKY GIVING DAY // SOCIAL MEDIA

WHAT CAN DEPARTMENTS DO TO PARTICIPATE?

- Decide a fund to highlight
- Use the social media toolkit
- Share stories of impact, donor stories, photos
- Include #HuskyGivingDay in all posts
- All gifts count toward Giving Day total

GIVING DAY SOCIAL MEDIA TOOLKIT:

washington.edu/brand/campaign-101/husky-giving-day-2019



HUSKY GIVING DAY // AMBASSADORS

WHO ARE AMBASSADORS?

- Volunteers who give to UW and encourage others to do the same

WHAT DO THEY GET?

- Unique UW social media graphics
- Personalized URL to share in emails and on social media
- Behind-the-scenes updates from the UW Husky Giving Day Team

HOW DO THEY SIGN UP TO RECEIVE A TOOLKIT?

- <https://givingday.uw.edu/giving-day/12226/signup>



OPEN SESSION

Find a table that interests you, and bring your questions!