



MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Grateful Bobcats

Building a Culture of Gratitude at Texas State University



Activation 1: Time, Talent, Treasure



Activation 1: Signage

BOBCATS 
Give **BACK**

You have 3 coins to invest in Texas State.
Choose where you'll make an impact:

		
TIME	TALENT	TREASURE
<i>I'll volunteer!</i>	<i>I'll share my skills!</i>	<i>I'll donate money!</i>

**EVERY CHOICE SHOWS THE POWER
OF BOBCATS GIVING BACK.**

BOBCATS 
Give **BACK**



**PHILANTHROPY STARTS WITH YOU!
SCAN TO GET INVOLVED.**

**HUDDLE AGAINST HUNGER
THE REMATCH**



08.29-09.06



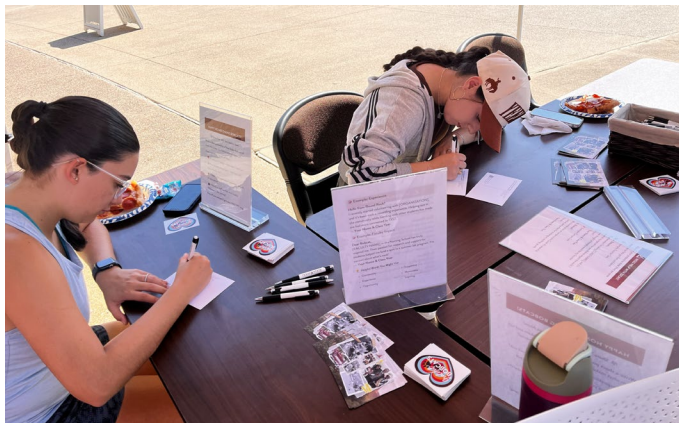
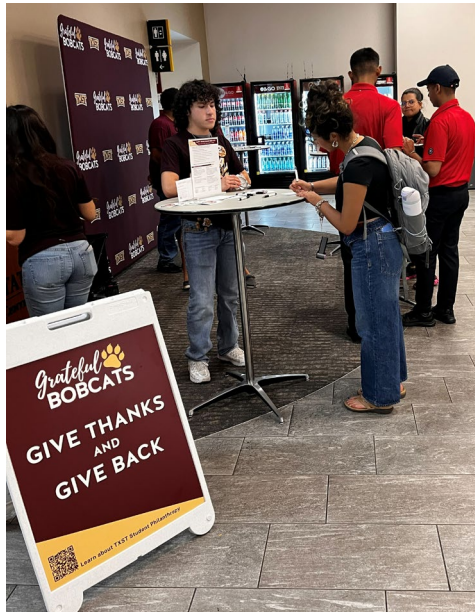
**Together We Win Against Hunger.
FEED 'EM UP, CATS!**



Activation 1: Giveaway



Activation 2: Student-to-Alumni Postcard



Activation 2: Signage

Business Cards



Grateful BOBCATS

HAPPY HOMECOMING BOBCATS!
 Share your TXST story with an Alum!

1. WRITE A SHORT POSTCARD TO A TEXAS STATE ALUM
 Tell them what makes your Bobcat experience special!

NEED INSPIRATION? TRY ONE OF THESE:

- ♥ A class you're loving — what makes it stand out?
- ♥ Your favorite campus spot — best food, chill zone, or study nook?
- ♥ A meaningful experience — internship, research, or volunteering?
- ♥ A faculty or staff member who's made a difference in your journey?
- ♥ The best TXST tradition you've taken part in.
- ♥ A favorite campus event or memory you'll never forget.
- ♥ What makes TXST feel like home to you.

2. DROP OFF YOUR POSTCARD & GRAB SOME FREE TXST SWAG!

NEED HELP WITH IDEAS?

EXAMPLE: FAVORITE CLASS
 Dear Bobcat,
 This semester I'm taking [CLASS NAME], and it's opened my eyes to how our choices impact the world. I never thought [CLASS] would be my favorite subject!
 — Your Name & Class Year

EXAMPLE: CAMPUS SPOT
 Hi Bobcat!
 My favorite place on campus is the Quad. It's peaceful, central, and perfect for studying or catching up with friends.
 — Your Name & Class Year

EXAMPLE: EXPERIENCE
 Hello Bobcat,
 I recently started volunteering with [ORGANIZATION], and it's been such a rewarding experience. Helping out in the community while bonding with other students has made me feel more connected to TXST.
 — Your Name & Class Year

EXAMPLE: FACULTY IMPACT
 Hello from San Marcos!
 [FACULTY NAME] has truly inspired me. Their passion for research and support for students helped me land a spot in a summer lab program. I'm excited about what's next!
 — Your Name & Class Year

HELPFUL WORDS YOU MIGHT USE		
Community Experience	Inspiring Meaningful	Life-changing
Opportunity	Spirited	Challenging (in a good way)
Supportive	Unforgettable	Rewarding
Memorable	Welcoming	Grateful
		Motivating Proud
		Rewarding Empowering
		Impactful



Postcards



TELL US YOUR FAVORITE THING ABOUT TXST OR SAN MARCOS!

Dear alumni,
 I hope you enjoyed Georges (if it was here) like I do. I enjoy meeting w/ my friends in between class to eat and talk about our day so far.

Share your favorite memory of Texas State University with us!

#Once a bobcat, always a bobcat!

USA POSTCARD

TEXAS STATE UNIVERSITY
 University Advancement
 J.C. Kellam 960
 601 University Drive
 San Marcos, TX 78666

TELL US YOUR FAVORITE THING ABOUT TXST OR SAN MARCOS!

Hi!
 My favorite place on campus is the first floor of Willow! I love the environment to study and be with friends.

Share your favorite memory of Texas State University with us!

USA POSTCARD

TEXAS STATE UNIVERSITY
 University Advancement
 J.C. Kellam 960
 601 University Drive
 San Marcos, TX 78666

Activation 2: Giveaway

HoCo Button



Boko Plushies & Stickers



HoCo Parade



Activation 3: Donor Thank You Banner Signing



Activation 3: Signage

Grateful BOBCATS

THANKS
for participating!



Check out the final banner during Philanthropy Week, March 23-27!

PLEASE TAKE ONE OF EACH

-  TXST Valentine postcard
-  Philanthropy Week Save the Date

Grateful BOBCATS

WRITE A THANK YOU
Sign our Thank You banner



SIGN THE BANNER



TAKE A VALENTINE



CELEBRATE TXST

 This banner returns as a photo op during Philanthropy Week | March 23-27

Grateful BOBCATS

Why **YOUR THANK YOU MATTERS**

TXST DONORS HELP FUND:

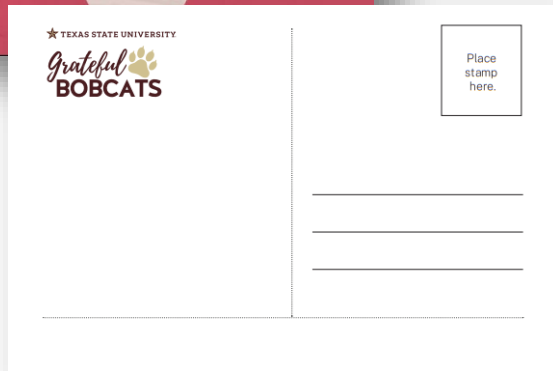
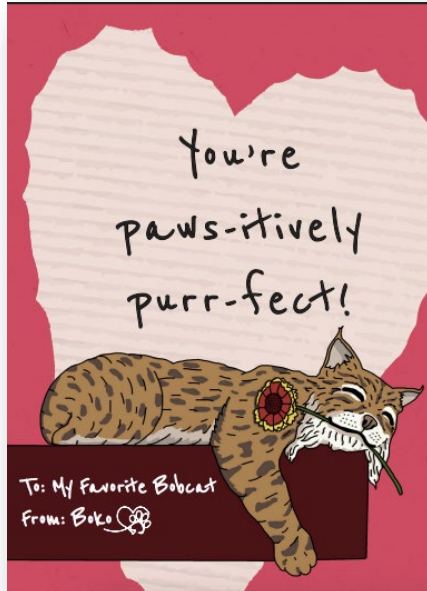
-  Scholarships
-  Campus programs & resources
-  Bobcat Experiences

YOUR MESSAGE SHOWS GRATITUDE AND MAKES A REAL IMPACT.



Activation 3: Giveaway

TXST Theme Valentine's Card



Save the Date card



Metrics Overview

Metric	Total
Total Student Engaged (all activations)	1,389
Campuses Reached	San Marcos & Round Rock
Number of Events	6 events (3 activations replicated across 2 campuses)
Total Budget	\$3,762.60
Cost per student	\$2.71
Staffing Hours	20 hours of planning and event prep by single event coordinator, with a 100 hours of on-site event staff time.`

Engagement by Activation

Activation Theme: Time, Talent, Treasure	Metrics
Gold coin voting	Total gold coins: 2,148
Voting breakdown	Treasure: 322 Time: 996 Talent: 830
Huddle Against Hunger Ambassador signs up	111 volunteers
Total students engaged	716 students

Key Takeaways

- Student were prompted with the question, “*How would you like to give back to your university?*” and given three coins to vote as they’d like.
- Across both campuses “Time” received the most votes, highlighting students’ strong interest in volunteering and service.
- Several students continued conversations with us around what their giving could look like now, as a student, and in the future, as an alumna.
- The connection to volunteering as a Huddle Against Hunger ambassadors was a natural message with this activation.

Engagement by Activation

Activation Theme: Student-to-Alumni “Happy Mail”	Metrics
Postcards written	271 postcards
Spirit Parade goodie bags filled with snacks & HoCo button	150 bags
Total student engaged	421 students

Key Takeaways

- In celebration of Homecoming week, students were asked to write a postcard to alumni following the prompt, “*Share what you love about San Marcos or campus!*”
- Across both campuses students were enthusiastic about participating in the “happy mail” activity, especially after seeing the Boko plush & HoCo button they would receive.
- Our collaboration with Student Success was critical to our event success at the Round Rock campus as they invited us to be part of their Homecoming Kickoff event.
- Our partnership with Student Involvement & Engagement made it a perfect fit to participate in the Homecoming spirit parade and increase visibility at a San Marcos campus tradition.

Engagement by Activation

Activation Theme: Donor Thank You Banner Signing	Metrics
Signatures collected	252 signatures
Valentine's Cards handed out	206 cards
Total Students Engages	252 students

Key Takeaways

- Student were asked to participate in thanking TXST donors by signing our banner. In exchange they were given a TXST themed Valentine's Day card and a "Save the Date" for Philanthropy Week.
- Recognition of Grateful Bobcats continued to increase and students were looking forward to Philanthropy Week events.
- Advancement Communications was able to collect content for Philanthropy Week and Step Up for State stewardship.



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