

Giving Tuesday 2025

UA Engagement
Annual Giving | Marketing and Communications | Donor Relations + Stewardship



UNIVERSITY ADVANCEMENT
COLORADO STATE UNIVERSITY





OVERVIEW

What's on Your Plate?

This **Giving Tuesday, Dec. 2, 2025**, we are asking our community: "What's on your plate?"

For our CSU students, hunger shouldn't be.



GIVING TUESDAY

- Date: CSU's **Giving Tuesday is Dec. 2, 2025**
- Objective: To generate 10,000 RAH meal swipes through giving
- Theme: What's on your plate? For CSU students, hunger should not be.
- Messages:
 - Food insecurity affects one in three CSU students
 - You can help solve food insecurity when you give *through* CSU. Your gift directly impacts CSU students affected by hunger through the RAH meal swipe program
 - \$11 buys one meal swipe and one all-you-can-eat meal for a student



TARGET AUDIENCES:

EMAIL AUDIENCES (hierarchal order from a list perspective):

1. Students – awareness of problem and soft ask
2. Faculty/Staff
3. VIP – Past GT and/or RAH Donors
4. General Renewal – donors (incl. parents, alums, former faculty/staff, lapsed former parents) who have made a gift to CSU within last 9 FYs
5. General Acquisition – alumni who have never given, current parents who have never given, event attendees

MAIL AUDIENCES:

1. Past Rams Against Hunger Donors who are not emailable (all-time)



CONTENT AND PROMOTIONS

CONTENT

- Videos (promotion and thank you)
- Storytelling (promotion and thank you/results)
- Ads
- Graphics

PROMOTIONS

Digital

- SOURCE story
- AlumLine story
- Gratitude story
- Social media – CSU, Alumni, President Parsons, Athletics, Colleges/Units
- Digital screens: Campus partner , LSC, dining halls
- Banner ad Collegian.com
- Banner ad The Stump digital email

Print

- LSC newspaper rack posters
- Full page CSU Life ad
- Half page Collegian ad
- On-campus poster run
- Dining hall table cards

Broadcast

- KCSU
 - Pre-recorded spots (15 a week for two weeks)
 - Live on West Lawn

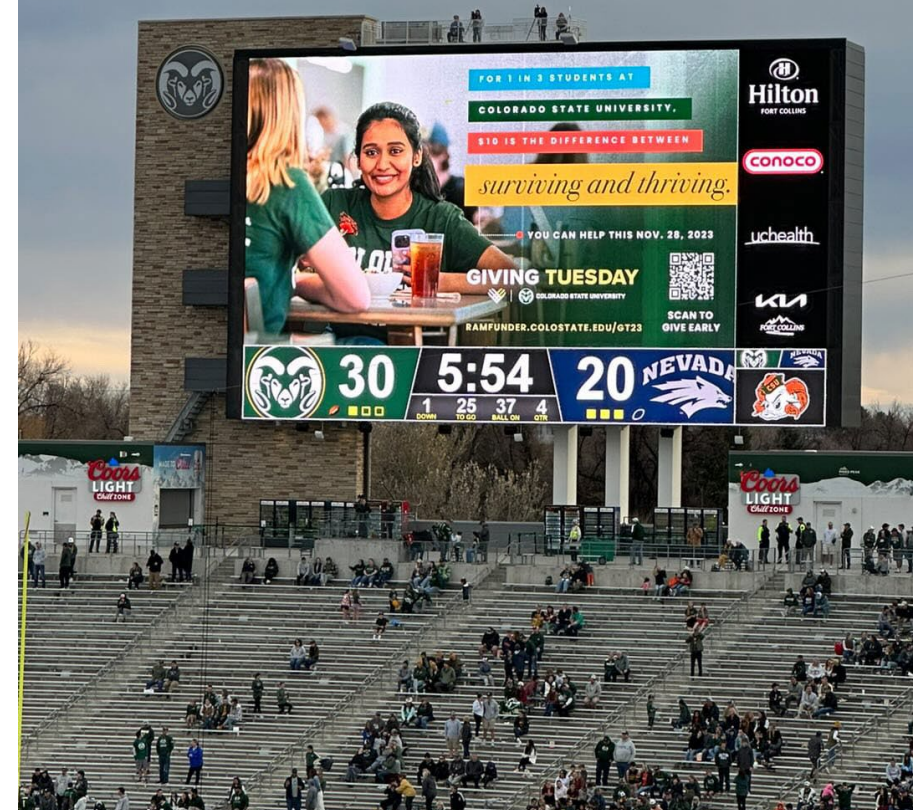
Athletics

- Fall sports emails
- Game Day collaboration
- RamVision board

Phase 1: Education/Awareness

Phase 2: Solicitation/Impact

Phase 3: Acknowledgement/Stewardship



WORD MARK

- CSU co-branded
(updated with FYE
brand font – Poppins)
with Giving Tuesday
national campaign
“heart”
- Paired with date in all
deliverables (either with
mark or in copy block

GIVING 
TUESDAY



**COLORADO STATE
UNIVERSITY**

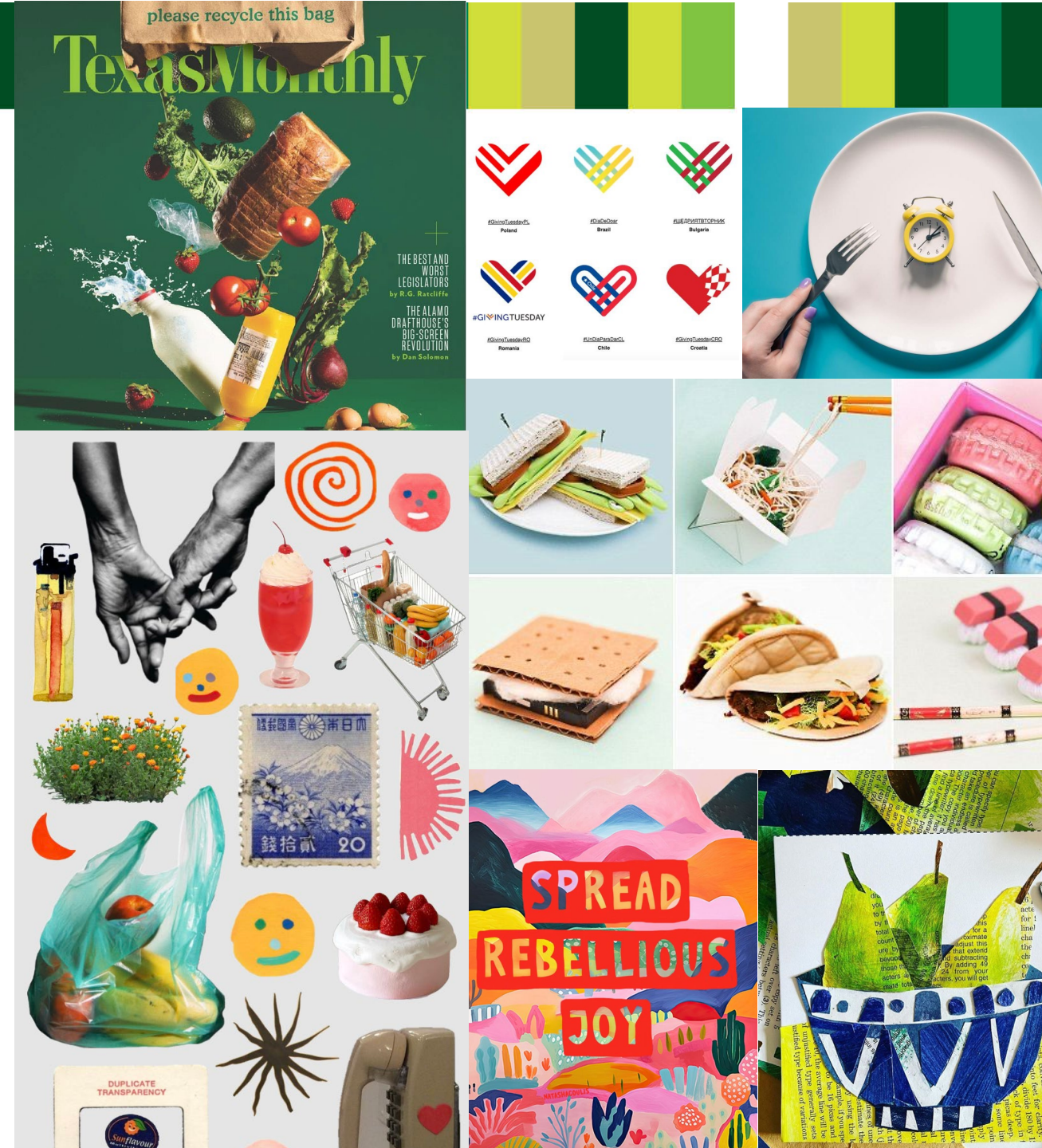
GIVING TUESDAY



**COLORADO STATE
UNIVERSITY**

LOOK AND FEEL

- Joyful, dynamic
- Inspiring, united, collective, hopeful, committed
- No one face to hunger; dignity
- Food insecurity focus
- Bright color pallet CSU brand fonts/colors
- Wordmark ties into national GT campaign, branded CSU green/gold





VISUAL CONCEPT

What's on Your Plate?

Interesting, eye-catching, juxtaposition of an expectation of food with non-food objects on plate, as a stand in for what's on people's minds.

Studio photos; with or without hands

POSTCARD

Colorado State University
students have a lot on their *plates*.

HUNGER SHOULDN'T BE.

1 in 3 CSU students will experience food insecurity, but Rams Against Hunger is fighting back. On Giving Tuesday, you can take hunger off Rams' plates and make room for everything else.

Your gift on Dec. 2 fills plates to fuel futures. We're counting on more than 1,000 donors to join in. Will you be one of the first?



Scan to give early!

GIVING TUESDAY



COLORADO STATE
UNIVERSITY



ANNUAL GIVING
COLORADO STATE UNIVERSITY
7114 Campus Delivery
Fort Collins, Colorado 80523-7114

NON
ORGA
U.S. P
Fort Collins
Permit

WHAT'S ON YOUR *plate?*



PRINT POSTER + DIGITAL SCREENS



WHAT'S ON YOUR *plate*?

Dec. 2, 2025

GIVING TUESDAY

 COLORADO STATE
UNIVERSITY

*You can keep hunger
off of Rams' plates.*

Scan to *join
the movement.* 

Stop by the LSC Plaza on Dec. 2 for free hot drinks, and learn how you can fill plates for your peers.



WHAT'S ON YOUR *plate*?

Colorado State University
students have a lot on their *plates*.

HUNGER SHOULDN'T BE.

Your donation will take hunger
off Rams' plates and make
room for everything else.

Scan to give
early!

Dec. 2, 2025

GIVING TUESDAY

 |  COLORADO STATE
UNIVERSITY

DIGITAL + PRINT ADS



People like *you*
can keep hunger
off Rams' *plates*.

Since 2014, Rams have come together to support CSU's 100% donor-supported Rams Against Hunger meal swipes program. Our community's generosity has filled more than 94,000 student plates – enough to feed a sold-out Canvas stadium nearly three times over.

The power to make a difference is in your hands.
This Dec. 2, 2025, your gift will fill plates and fuel futures.

GIVING TUESDAY
COLORADO STATE UNIVERSITY

Scan the QR code to
join the movement.



THANK YOU
CARD + STICKER



Thank you for
supporting Rams
Against Hunger
and taking hunger
off CSU students'
plates.



CAMPAIGN NARRATIVE

What's on Your Plate?

Students have a lot on their plates. Hunger shouldn't be.

1 in 3 CSU students will experience food insecurity. When we come together to take hunger off their plates, we make room for everything else.

On Dec. 2, Giving Tuesday, you can fill more than plates — you can fuel futures.

The background of the slide is a photograph of a person walking on a paved path through a park. The path is lined with large, leafy trees, and the scene is captured in a soft, slightly hazy light. The image is overlaid with a semi-transparent dark green filter. The top of the slide features a horizontal bar with a series of colored squares in white, green, yellow, and gold. The left side of the slide has a vertical bar with a similar color palette.

CAMPAIGN NARRATIVE

Tone:

Bright | Curious | United | Collective
Human-scale | Hopeful

NARRATIVE CONCEPT

- What's on your plate? *More food means more room.*
 - Every student's plate looks different, but for 1 in 3 students experiencing food insecurity, hunger takes up too much room.
 - For a Ram, there is a lot of life and learning and growing to do.
 - Without dependable access to healthy food, students have less time and energy to respond to the joys and challenges of getting an education.

NARRATIVE CONCEPT

- What's on your plate? It's *personal*.
 - The Meal Swipes program is special because it's all about dignity and choice.
 - With a Ram Card loaded with 30-40 meals, students can choose when and where to eat.
 - A full plate is about more than food. Food is culture. Food is belonging. Food is essential.
 - Halal? Yep, see you at the Durrell Express. Vegan? Sure, Ram's Horn is where it's at. Ice cream for breakfast because you need a little #selfcare? No problem.
 - The meal swipe program reaches students who are most at risk and most likely to fall through the cracks of other support programs. You can make a difference, today, in the life of a Ram who needs it most.

NARRATIVE CONCEPT

- Every year, our community commits to fighting food insecurity because we know hunger doesn't belong on student's plates.
 - \$11 is all it takes to fill a plate with food, so Rams can fill their plates with life.
 - \$160 feeds a Ram for a week. \$440 feeds a Ram for a semester.
 - When you fill a plate, you knock hunger off.
 - This program is 100% donor-funded. Since 2014, we've celebrated Giving Tuesday by coming together to fill Rams' plates. Because of donors like you, we've filled over 94,000 plates over the past 11 years.
 - Students are doing their part, too: each year, they contribute 5,000 unused meal swipes to their peers in need. Many participating students opt for fewer meals each semester, to help the program reach more students.
 - This is bigger than one day, one donor, or one gift. This is a movement to nourish all Rams. Together, we have the power to knock hunger off of every plate at CSU.



BRIEF STORYTELLING BITES

Every student's plate looks different, but for 1 in 3 students experiencing food insecurity, hunger takes up too much room.

This is bigger than one day, one donor, or one gift. This is a movement to nourish all Rams. Together, we have the power to knock hunger off every plate at CSU.

\$10 is all it takes to fill a plate with food, so Rams can fill their plates with life.

When it comes to food, what's on your plate is personal. The meal swipes program gives students the choice: to eat anytime and anywhere on campus where Ram Cards are accepted.





SOCIAL MEDIA STRATEGY

What's on Your Plate?

- **#2025CSUGivingTuesday**
- Facebook | LinkedIn | Instagram
- Video and Story based