



TUESDAY FEBRUARY 26, 2019

SOCIAL MEDIA INFLUENCERS' TOOLKIT

#ALLFORTHEGATORS

WHAT IS STAND UP & HOLLER?

Stand Up & Holler: Gator Nation Giving Day is an all-day fundraising event, calling on University of Florida alumni, students, faculty, staff, parents and families and friends to come together to support UF and all of its areas of positive impact in our state, nation and world.

WHEN DOES STAND UP & HOLLER TAKE PLACE?

Feb. 26, 2019, beginning at 12 a.m. EST and concluding at 11:59 p.m. PST.

WHAT DOES A GIFT* SUPPORT?

Everything! Gifts can be directed to the school, department, research initiative, campus activity or UF program that means the most to the donor, or it can be applied to an area of greatest need. What matters most is that every Gator gives and becomes part of UF's positive impact on our community, country and world.

** The minimum gift to be counted for Gator Nation Giving Day is \$1.*

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OFFICIAL HASHTAG FOR ALL PLATFORMS: **#ALLFORTHEGATORS**

Please use this hashtag in all of your **Stand Up & Holler: Gator Nation Giving Day** posts so we can tie the conversation together and show the scale of the campaign.

Website: (ACTIVE FEB. 26)

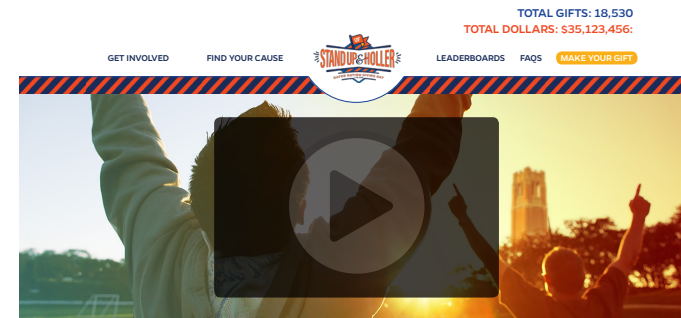
givingday.ufl.edu

Digital Assets:

<https://www.uff.ufl.edu/toolkit/givingday/socialinfluencer/downloads/>

Style Guide

<https://www.uff.ufl.edu/toolkit/givingday/>



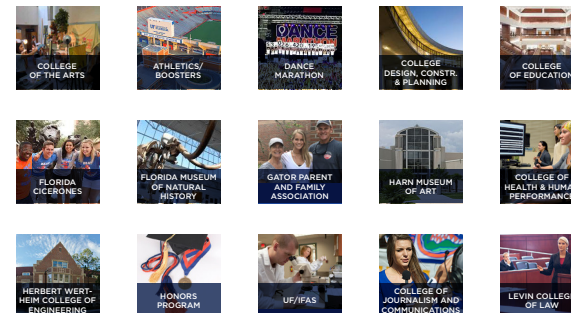
ALL FOR THE GATORS!

On February 26, 2019, we'll show the world what a difference thousands of Gators and 24 hours can make when we come together as one for Stand Up and Holler: Gator Nation Giving Day. When you make a gift to the program, department, research area or campus activity that means the most to you, you're not only ensuring our Top 50 public education remains among the strongest in the nation, but you're supporting all of the advances, developments and bold ideas that come out of the University of Florida.

ONE DAY. LIMITLESS IMPACT. STAND UP AND HOLLER!

Find Your Cause.

EXPLORE THE SCHOOLS, PROGRAMS, AND CAUSES THAT ARE PART OF GIVING DAY 2019.



DAY OF FEBRUARY 26: SOCIAL MEDIA POST EXAMPLES

Let your followers know that on February 26 we need every member of The Gator Nation® to Stand Up & Holler for UF's first large-scale Giving Day by making a gift of any size to the school, department, research initiative, campus activity or program that means the most to them.

These are just suggestions - please put them in your own voice.

EXAMPLE POST: VIDEO



TALKING POINTS

- Today is Stand Up & Holler, UF's first ever Giving Day.
- We need every member of The Gator Nation® to join together and “Stand Up” for UF by making a gift of any size to the college department, research initiative, campus activity or program that means the most to you.
- Go to givingday.ufl.edu to make your gift today!

SOCIAL MEDIA CAPTION

Stand Up & Holler for UF. Go to givingday.ufl.edu and make your gift today!

#AllForTheGators



EXAMPLE POST: **INSTAGRAM STORY**



TALKING POINTS

- Today is Stand Up & Holler, UF's first ever Giving Day.
- We need every member of The Gator Nation® to join together and “Stand Up” for UF by making a gift of any size to the college department, research initiative, campus activity or program that means the most to you.
- Swipe up to make your gift today!

LINK

givingday.ufl.edu



EXAMPLE POST: **PHOTO WITH SIGN**



SIGN PROVIDED IN TOOLKIT

[Download a printable version here](#)

SOCIAL MEDIA CAPTION

I am proud to Stand Up & Holler for [Insert Area of Passion]! It is Gator Nation Giving Day, find out more at givingday.ufl.edu! #AllForTheGators

EXAMPLE POST: **GRAPHICS**



[Download social media graphics here](#)

SOCIAL MEDIA CAPTION

- 2 Bits, 4 Bits, Every Bit Counts!
It is Gator Nation Giving Day, join me in supporting UF.
Go to givingday.ufl.edu! #AllForTheGators

GIVING DAY PHRASES

All for the Gators

2 Bits, 4 Bits, Every Bit Counts!

Stand Up & Holler

Your Day to Stand Up & Holler

Holler for Your Alma Mater

Lead the Way on Giving Day

Who's All for the Gators?

Let's Hear You Holler!

ADDITIONAL IDEAS

- **Include your pets!**

We know they look adorable in Orange and Blue.

- **Do your best 2 Bits cheer.**

"2 Bits, 4 Bits, 6 Bits, A Dollar. All for the Gators, Stand Up & Holler!"

CONTACTS

If you have any questions, please don't hesitate to reach out - we're here to help.

Thanks again for your support of Stand Up & Holler: Gator Nation Giving Day!

Luke Anderson

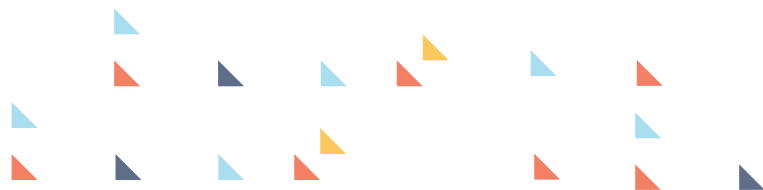
Giving Day Spokesperson

landerson@uff.ufl.edu

Mariah Curry

Giving Day Social Liaison

mcurry@ufalumni.ufl.edu



THANK YOU FOR BEING ONE OF OUR MOST LOYAL GATORS!

UF
STAND UP & HOLLER
GATOR NATION GIVING DAY

THANKS



UNIVERSITY of FLORIDA



STAND UP & HOLLER: GATOR NATION GIVING DAY

STAND UP & HOLLER: GATOR NATION GIVING DAY, UF's inaugural 24-hour fundraising event, was held on Tuesday, February 26, 2019. This document provides initial results and an overview of the day's highlights for internal use.

RESULTS

11,535 GIFTS

INITIAL GOAL: 5,000 GIFTS

\$12,693,810

INITIAL GOAL: \$5,000,000

2,500+ APR LIFT

INITIAL GOAL: 1,550 APR
DONORS

**2,800 FIRST TIME
DONORS**

420 FIRST TIME APR DONORS

HIGHLIGHTS

- **This is the most successful first giving day among top-10 publics and SEC/ACC peers.**
 - The next most successful first giving day was UC Berkeley's, which raised \$5M from 7k gifts.
 - University of Michigan conducted their *fifth* giving day last fall and raised \$3.6M from 12,635 gifts.
- **Early results in the morning established a powerful momentum for the day.**
 - The President's kickoff email at 8 a.m. and viral social media engagement using #AllForTheGators yielded a strong start.
 - By 5 p.m. the initial goal of 5,000 gifts was reached and a stretch goal of 8,500 was issued. The 10,000 gift milestone was reached prior to 10 p.m.
- **From Titletown to Thailand - The Gator Nation® is everywhere.**
 - Gators in 50 states and 17 countries around the world participated.
 - The Gator Nation® celebrated together at 6 on-campus events (one featuring Coach Dan Mullen) and 20 regional events across the U.S.
- **On- and off-campus partners were critical to the day's success.**
 - Development officer commitments ensured strong revenue results. Communicators across campus were active on social media, using creative tactics to drive traffic.
 - Volunteers and board members leveraged personal and professional networks to share content and connect with peers.

GO GATORS!
GO GREATER!

Gator Giving Day

Nation

GIVINGDAY.UFL.EDU

SAVE THE DATE 2-26-19



CHECK OUT THE BACK



2 BITS, 4 BITS, 6 BITS, A DOLLAR.
ALL FOR THE GATORS,

Stand Up & Holler!

#ALLFORTHEGATORS



Peel off,
Put on
& Share

Get ready for UF's inaugural
Giving Day!



FEBRUARY 26, 2019

Join thousands of Gators worldwide
in a massive, 24-hour show of
support for UF.

Give to the school, department,
research initiative or campus
activity that means the most to you.

How to Take Part



1. Make your gift on **February 26**
at **givingday.ufl.edu**

2. Share pictures in your Mr. Two
Bits tie – **#AllForTheGators** –
and tell us what you “stand up”
for at UF.   

3. Tag five friends and ask them
to stand up for UF, too.



*2 Bits! 4 Bits!
6 Bits! A Dollar!
This peel-off tie goes
below your collar!*



LET'S GO GATORS!



Dear [first name],

It's an experience I'll never forget. Ninety-thousand fans in the Swamp. And one new UF president in a yellow shirt and orange-and-blue tie running out on the field.

I hope you didn't notice how nervous Mr. Two Bits was on that fall evening in 2015!

But I was grateful: You Gators knew exactly what to do. Stand Up & Holler: Gator Nation Giving Day is a similar opportunity to be part of something bigger than ourselves.

In true Gator spirit, please "stand up" for UF today by making a gift of any size to the area of UF that means the most to you. Every bit counts toward supporting all of the life-changing work done here. And every gift pushes us closer to becoming a Top 5 public university.

Be sure to join me in checking the [leaderboards](#) throughout the day and sharing the spirit using the [#AllForTheGators](#) hashtag.

Our goal is ambitious — 5,000 gifts in 24 hours. But the power and passion of the Gator Nation makes us unstoppable. I've seen it in action. I know we can do it.

All for the Gators!

W. Kent Fuchs

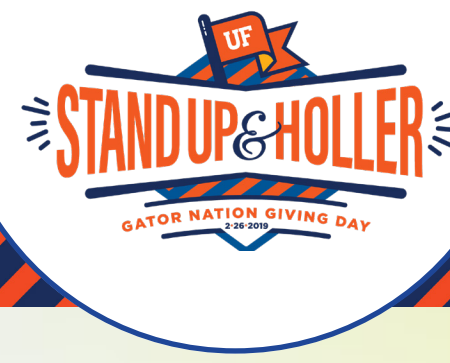
President, University of Florida

UF | UNIVERSITY of
FLORIDA

TOTAL GIFTS: 18,530
TOTAL DOLLARS: \$35,123,456:

GET INVOLVED

FIND YOUR CAUSE



LEADERBOARDS

FAQS

MAKE YOUR GIFT



ALL FOR THE GATORS!

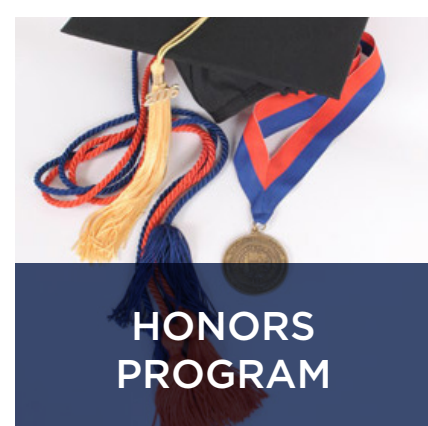
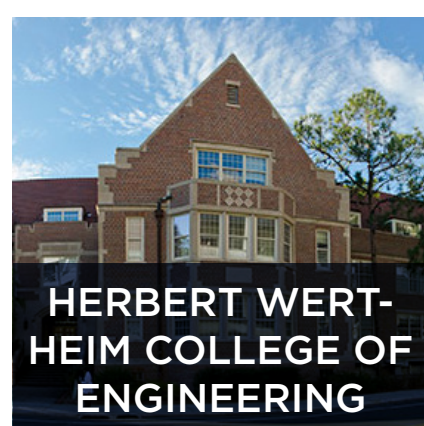
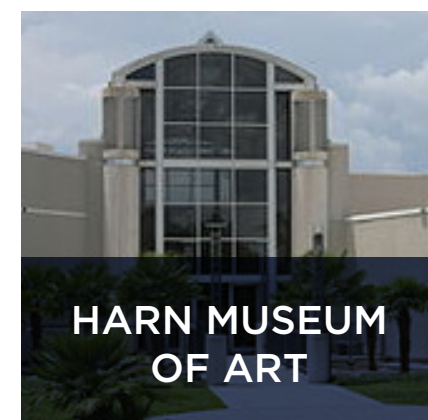
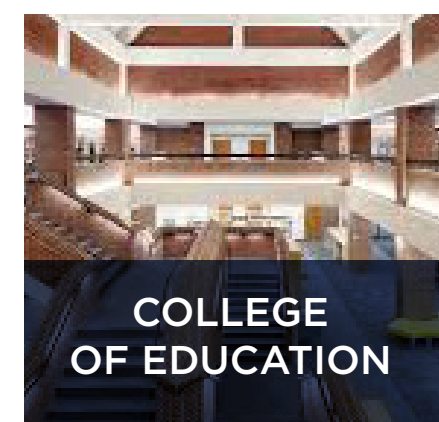
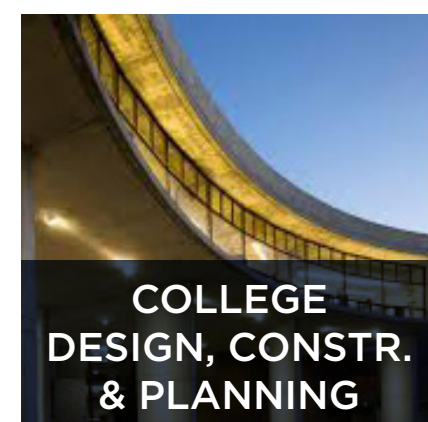
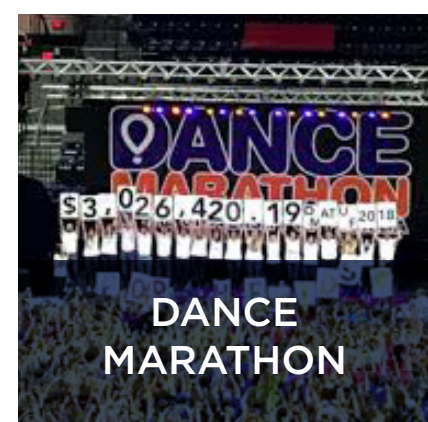
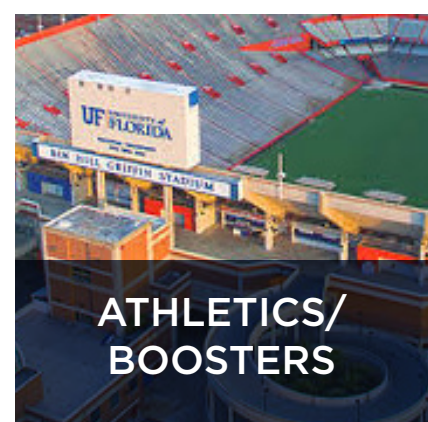
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#StandUpAndHoller



352-392-1234 • 855-123-4567

*Standard text message rates apply. US phone numbers only.
For more information, visit the FAQ page.

The information collected via the social sharing wizard is not stored, and will not be used by the University of Florida or sold or shared with any third party organizations.

