



Email and Social Media Messaging Ideas

The easiest way for you to make an impact on One Day. One KU. is to encourage your classmates, friends and family to join you in making a gift. Once you've made your gift at www.ku.edu/onedayoneku, help us spread the word! Don't know what to say? The following language and ideas can help you get started:

PERSONAL EMAILS

Personal emails are the single, most effective way to spread the word about *One Day. One KU.*

This template can help you get started, but the more you take the time to personalize your email, the more likely it is to prompt your friends and family to make a gift.

Email Examples

Subject: Be a part of something special on *One Day. One KU.*

We hope this email finds you well. As you may know, [organization/department name] is participating in *One Day. One KU.* and we need your support.

By donating [amount] or more, you can champion [cause/program] and help us reach our fundraising goal. Your support is crucial in furthering our mission and making a positive impact in the lives of [who the program helps].

Thank you for considering a donation. You can make your gift at [unique referral link].

Sincerely, [Your name]

Subject: Be a part of something special on *One Day. One KU.*

Dear [name],

In case you haven't heard, today is an important day for KU. The university is holding its 24-hour giving campaign, *One Day. One KU.*

Today is all about Jayhawks around the world coming together to show their university pride by making a gift to support the campus programs most meaningful to them. I made my gift, and I hope you'll consider joining me by donating at [unique referral link]!

[Your name]

SOCIAL MEDIA

Social Media Examples

“It’s #ODOKU! Help KU make a difference by donating [amount] or more at [unique referral link]. Let’s make a difference together!”

“Today is #ODOKU! Every dollar counts, so please consider supporting KU by making a donation at [unique referral link].”

“It’s #ODOKU and we need your help to reach our goal of raising [amount] for [cause/program]. Please consider donating at [unique referral link] and help us make a difference!”

“We’re participating in #ODOKU and we need your support! Your donation will help [cause/program] and make a real difference in the lives of [who the program helps]. Please donate at [unique referral link] and let’s make a difference together!”

No matter what social media channels you use to spread the word, you’ll want to ...

- Use your unique referral link if you set one up or www.ku.edu/onedayoneku in all posts.
- Tag every post with #OneDayOneKU.
- “Like,” “favorite,” “share” or “retweet” other *One Day. One KU.* messages so they are seen by more people.
- Follow the University of Kansas on Facebook (@KU), Instagram (@universityofkansas) and Twitter (@KUnews).
- Consider participating in challenges that could help win money for your favorite program on campus.

Consider the following as you think about what to include in your posts:

- Create messages about why you participate in *One Day. One KU.* and chose to support the areas on campus most meaningful for you.
- Create messages about ONE favorite memory, mentor or professor from your time at KU.
- Create messages that highlight the impact donors have during *One Day. One KU.* In 2021, donors made 5,400 gifts totaling nearly \$3.4 million.

Thank you for everything you do for KU, and for helping make *One Day. One KU.* a success.

Questions? Please contact Brenna Leahy at bleahy@kuendowment.org or 785-832-7333.



ku.edu/OneDayOneKU
#OneDayOneKU

ROCK CHALK!