

EIU is having its annual spring Giving Day on April 24, and we're asking for your help to make it as successful as possible!

THE BASICS

WHAT IS EIU GIVING DAY?

The annual giving event is an effort to join alumni, faculty, staff, students and friends of Eastern Illinois University for the common goal of giving current and future Panthers an amazing educational experience. When we give, no matter the size, we can make a big impact on students' lives, whether it's through scholarships, research opportunities or professional development.

WE NEED YOUR HELP

Many alumni may not follow the university's main social media accounts, so it's best to reach them where they are most passionate: In social groups that are specific to your area. This is your opportunity to promote the scholarships or academic initiatives that mean the most to you and your students.

HOW CAN PEOPLE GIVE?

Official Giving Day page: www.eiu.edu/givingday/

WHERE CAN PEOPLE GIVE TO?

Gifts can be made to any area or scholarship the donor chooses. We have highlighted a few funds on the Giving Day page, but we ultimately want people to be able to give to whatever they are passionate about.

SHARING THE MESSAGE

HOW CAN YOU SHARE ABOUT THE DAY?

Social media graphics can be found: www.eiu.edu/givingday/social.php

You also search the university Flickr account to find relevant photos for your area: www.flickr.com/photos/iameiu/


Student videos also will be available and will be sent out in advance of Giving Day.

NOT SURE WHAT TO SAY?

Looking for social media ideas? We've got you covered. Here are a few sample posts you can copy and paste to help encourage your social media audiences to join in the cause. Include links to the Giving Day website in your posts.

In advance:

It's #EIUGivingDay on April 24! We would love to have your help in supporting {SPECIFIC INITIATIVE}. If each of us can contribute, we can make a big difference in students' lives. eiu.edu/givingday/

 *We are closing in on #EIUGivingDay next week on April 24. Find out more about EIU's annual fundraising event and how you can participate → eiu.edu/givingday*

We're less than 24 hours away from #EIUGivingDay! Check out the Day of Giving website for different challenges, scholarships to support and other ways to get involved → eiu.edu/givingday/ 🐾

On the day:

Today is #EIUGivingDay! I encourage you to join me in supporting {SPECIFIC INITIATIVE}. eiu.edu/givingday/

Share if you love EIU! Together we can make a big difference. #EIUGivingDay eiu.edu/givingday/

#EIUGivingDay is a day of unity for our Panther community. Every donation, large or small, counts! eiu.edu/givingday/

Today is the day! Your #EIUGivingDay gifts will help current and future Panthers have the same success you have had. eiu.edu/givingday/