



DEWEY'S LIST/TOP DUHAWK TOOLKIT

Wednesday, March 8, 2023 is Duhawk Day: a 24-hour virtual & in-person day of giving asking alumni, students, faculty, staff, and friends to come together to show their support for Loras College.

This toolkit contains background, key messaging points to share, as well as sample messages for you to copy and paste through your social media accounts and personal email. Recruit the most unique donors on March 8 and win the title of **TOP DUHAWK** along with Duhawk Swag, a 2023 Homecoming Tailgate spot, and MORE!

Follow us on our website and social media!

Duhawk Day Website: loras.edu/duhawkdir

Facebook: <https://www.facebook.com/LorasCollegeAlumni>

Instagram: <https://www.instagram.com/LorasCollege/>

Twitter: <https://twitter.com/lorascollege>

LinkedIn: <https://www.linkedin.com/school/loras-college/>

General Tips:

- DON'T FORGET to include your **giving link** on all communication you share which will be sent out Monday, March 6, 2023.
- When recruiting donors, remember to have them put **your name** in the "Who encouraged you to give for Duhawk Day?" field.
- Share memories from your time at Loras or with alumni. This is an easy way to connect with friends and classmates.
- Use the hashtags #DuhawkDay #LorasCollege #GoDuhawks.
- Forward Loras emails and share social media posts leading up to the day. These posts are easy ways to share messaging and make sure your network is ready to support on Duhawk Day!
- Remember to say **THANK YOU**. Thank your friends and family who supported you and Loras College on Duhawk Day.
- Finally, THANK YOU for YOUR help in making this the best Duhawk Day yet!

Key Messaging:

When Duhawks join together, there's nothing we can't achieve. You can give on any day, but by giving TODAY, you are making an even bigger impact, as a generous donor has offered a challenge gift in support of Duhawk Day! This challenge gift will match every gift today dollar for dollar, up to \$100,000.

Join us today and encourage your Loras friends and family to share their story. GO DUHAWKS!

Social Posts:

Today is #DuhawkDay — Loras College's annual day of giving. Join me by making a gift to the Loras Fund and make an amazing impact on current and future Duhawk experiences. Visit alumni.loras.edu/duhawkday to learn more! 🎁 Give now: [giving link] #LorasCollege #GoDuhawks

Duhawk Day 2023 is underway! Did you know by making a gift today to the Loras Fund your gift can reach every single department on Loras College Campus? Make a gift today and help me becoming TOP DUHAWK! 🎁 Give now: [giving link] #DuhawkDay #LorasCollege #GoDuhawks

Happy Duhawk Day, Friends! Today, I am competing to be TOP DUHAWK and I need your help! Make a gift to the Loras Fund today and help current and future Duhawks have a top-tier, Catholic education. Ask me how you can make a difference today! 🎁 Give now: [giving link] #DuhawkDay #LorasCollege #GoDuhawks

I made a gift to [Fund Name] today because it meant so much to me during my time at Loras College. Give back to an area that is important to you today at [giving link] #DuhawkDay #LorasCollege #GoDuhawks

I am who I am today thanks to my experience at Loras College, and I am proud to give back to a place that gave so much to me. I made my gift to Loras, will you join me? Gifts of any amount will help us reach our goal of 1839 donors. Plus, you can double or event TRIPLE your impact with a matching gift from your company. Learn more by visiting alumni.loras.edu/deweyslist #DuhawkDay #LorasCollege #GoDuhawks

1839 donors in one day? We've got this! Join me in supporting the Loras legacy!
#DuhawksSupportingDuhawks #DuhawkDay #LorasCollege #GoDuhawks

#DuhawkDay starts now! Support Loras College today! #LorasCollege #GoDuhawks

LinkedIn:

Today is #DuhawkDay, Loras College's annual day of giving. It's a chance to come together as a community by supporting students, scholarships, programs, research, facilities, technology, athletics, and so much more. Our goal is to inspire at least 1839 alumni, parents, students, faculty, staff, and friends to make a gift to the Loras Fund today. Loras has helped shape me into the professional I am today and I want to help give other Duhawks the same, if not better, experience I had. Consider being 1 of the 1839 donors today! Give now by visiting alumni.loras.edu/deweyslist #LorasCollege #GoDuhawks

Email Template:

Dear [Name],

Today is Duhawk Day! Please join me and so many others in supporting Loras College students, faculty and staff. Visit alumni.loras.edu/deweyslist and make a gift that's meaningful to you. With your gift today, you can support what means the most to you—whether that's scholarships, academics, student organizations, or any other area of the University. Help us reach our goal of 1,839 donors!

Here's how you can help:

1. **CELEBRATE:** Wear your purple and gold or get your old Duhawk gear out to wear loud and proud! Join in on the social media conversation throughout the day and share your memories of Loras College.
2. **UNITE:** Make plans to attend a social near you! Check out the full listing of events by visiting alumni.loras.edu/duhawkdir.
3. **SUPPORT:** Big or small, every gift counts. Show your friends and family that you lead by example and make your gift online at alumni.loras.edu/deweyslist and mention I recruited you 😊 Check out other ways to make your gift go even further with matching gifts and more.

Thank you for your generosity and Go Duhawks!

Sincerely,

[Your Name]

P.S. For updates on the challenges, visit loras.edu/duhawkdir!

Thank You!

At the end of the day, do not forget to thank those that support the place we all know and love. Thank you for your help in making Duhawk Day 2023 a success and may the odds be in your favor for TOP DUHAWK!

Questions?

Neil Bingham ('17), director of annual giving

neil.bingham@loras.edu

563-588-7229

Rachel Moser ('17), assistant director of alumni

Rachel.moser@loras.edu

563-588-7120