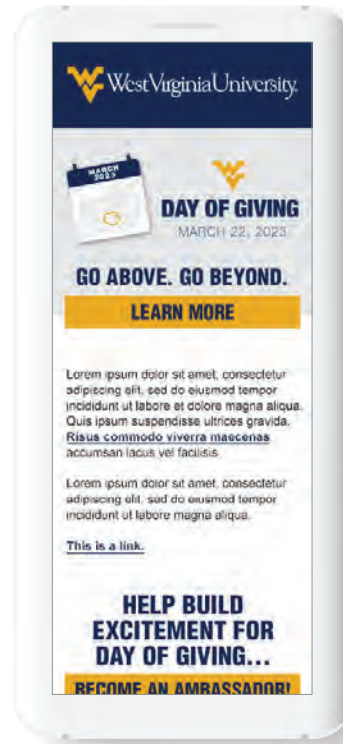
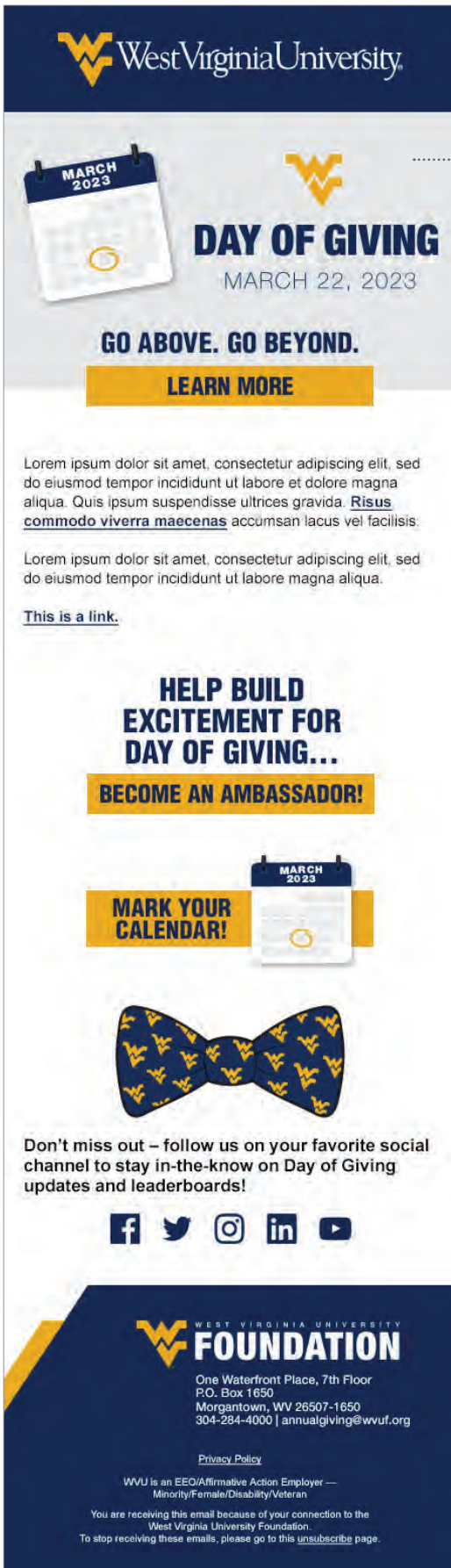


Giving Day Email - Template 1

SEE COPY
DOCUMENT FOR
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Header image will be an animated GIF [View](#)

NOTE: Outlook does not support GIFs. In these instances the first frame will display as a static image. Less than 1% of the student population uses Outlook.



Giving Day Email - Template 2

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West Virginia University

DAY OF GIVING
MARCH 22, 2023
GO ABOVE. GO BEYOND.
LEARN MORE

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This is a link.

EXPLORE NEW WAYS TO GET INVOLVED WITH WVU'S DAY OF GIVING!
BECOME AN AMBASSADOR!

SET A REMINDER FOR MARCH 22!

Don't miss out – follow us on your favorite social channel to stay in-the-know on Day of Giving updates and leaderboards!

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One Waterfront Place, 7th Floor
P.O. Box 1650
Morgantown, WV 26507-1650
304-284-4000 | annualgiving@wvuf.org

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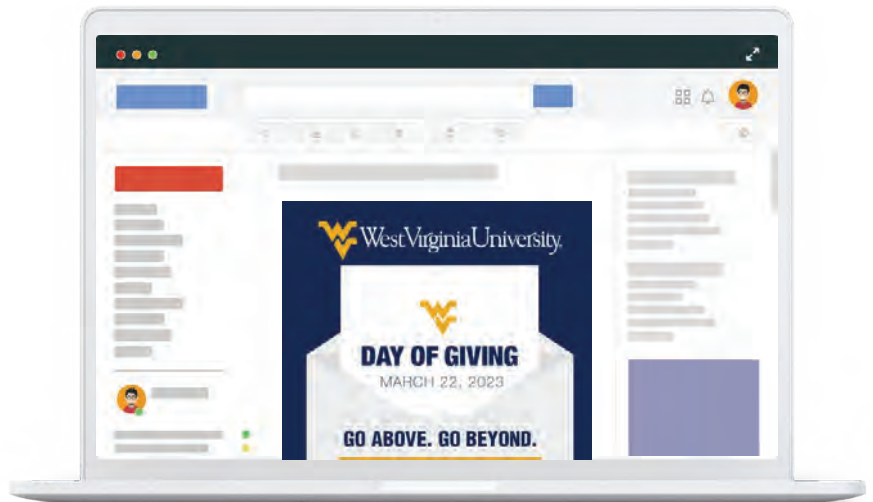
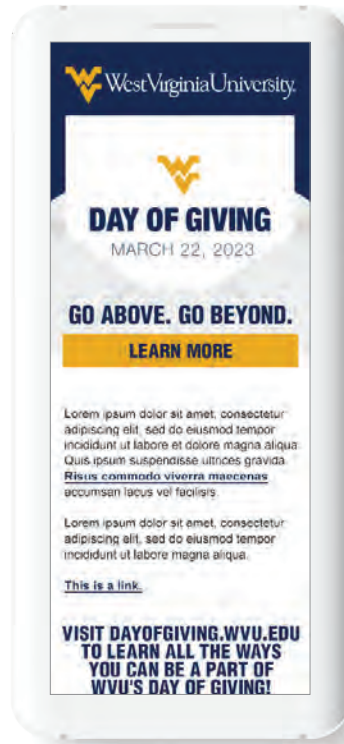
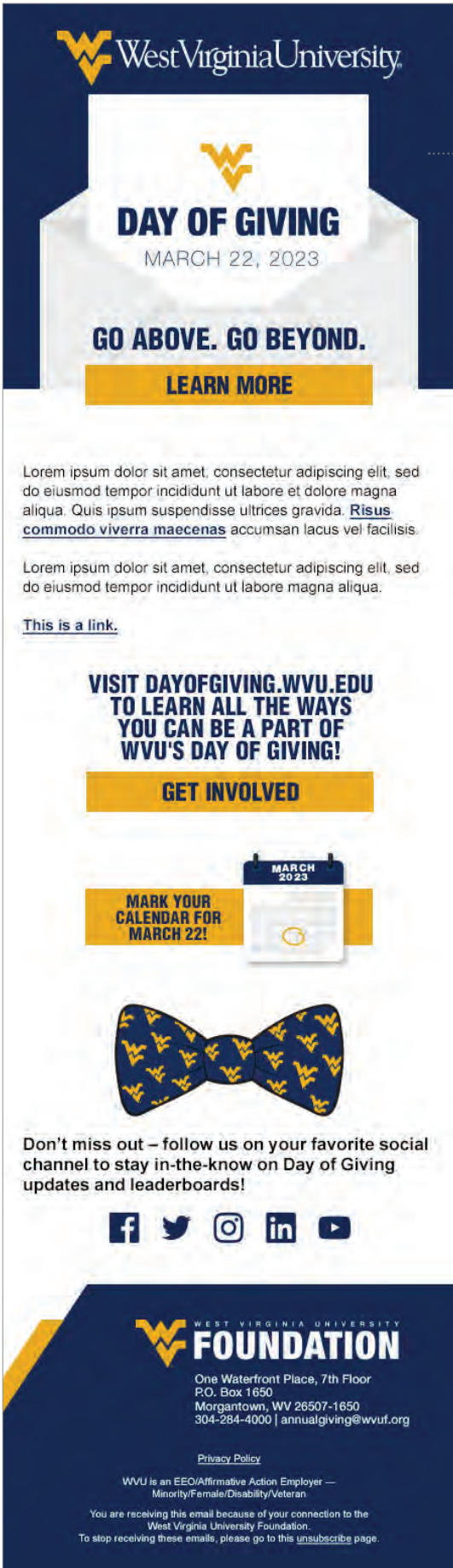
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Giving Day Email - Template 3

SEE COPY
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Header image will be an animated GIF [View](#)

NOTE: Outlook does not support GIFs. In these instances the first frame will display as a static image. Less than 1% of the student population uses Outlook.



Digital Boost Pre-Giving - Online Ads

300 x 250



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SAVE THE DATE FOR
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320 x 50



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AND BEYOND TODAY?

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160 x 600



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JOIN **#WVUDAYOFGIVING**
GIVE NOW
HOW WILL YOU GO ABOVE
AND BEYOND TODAY?

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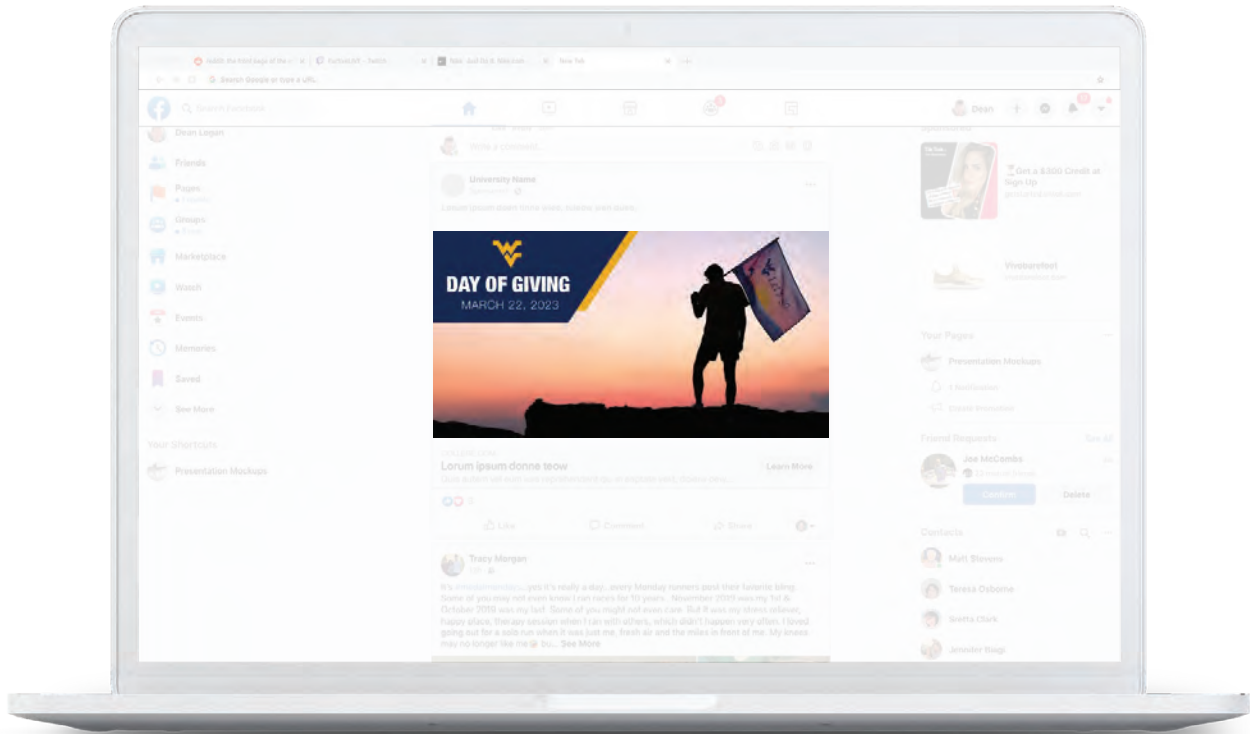
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AND BEYOND TODAY?

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Social Marketing - Facebook - 1200 x 628 (16:9 Ratio)



125 character limit including spaces

University Name
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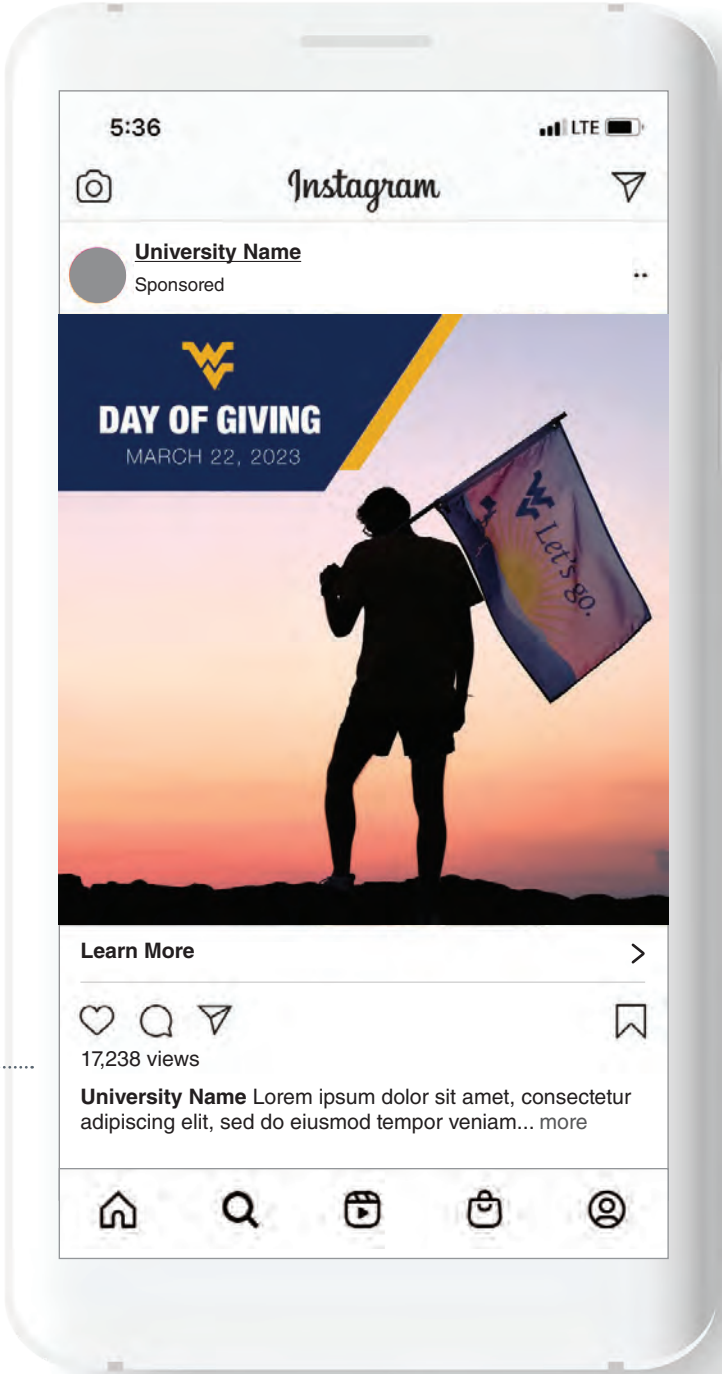
👍 Like 💬 Comment ➦ Share

40 character limit including spaces

30 character limit including spaces

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Social Marketing - Instagram - 1080 x 1080 (1:1 Ratio)



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Recommended
125 character limit including spaces

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17,238 views

University Name Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor veniam... more

Direct Mail Package Guide - Alumni

Postcard



6" x 11"

**GO ABOVE AND BEYOND
ON MARCH 22**

FOUNDATION
WEST VIRGINIA UNIVERSITY
One Waterfront Place, 7th Floor
P.O. Box 1650
Morgantown, WV 26507-1650

{Salutation},

On March 22, WVU's Day of Giving, the entire Mountaineer community is going above and beyond to demonstrate the impact of collective giving.

When we all stand together for WVU, we empower students and faculty to take on the world's biggest challenges with the resolve and determination of a Mountaineer!

Your past generosity strengthened the WVU community near and far. Please consider making a gift on Day of Giving to create a powerful impact alongside your fellow Mountaineers.

BECOME AN AMBASSADOR
Show your support on social media! Help make Day of Giving a success by becoming an ambassador. Learn more at dayofgiving.wvu.edu.

{Mail_Name}
{Address1}
{Address2}
{Address3}
{City} {State} {ZIP}

DAY OF GIVING
MARCH 22, 2023

back

**STAND TOGETHER
ON WVU
DAY OF GIVING
3.22.23**

WIN \$1,000 FOR THE AREA OF WVU YOU LOVE!

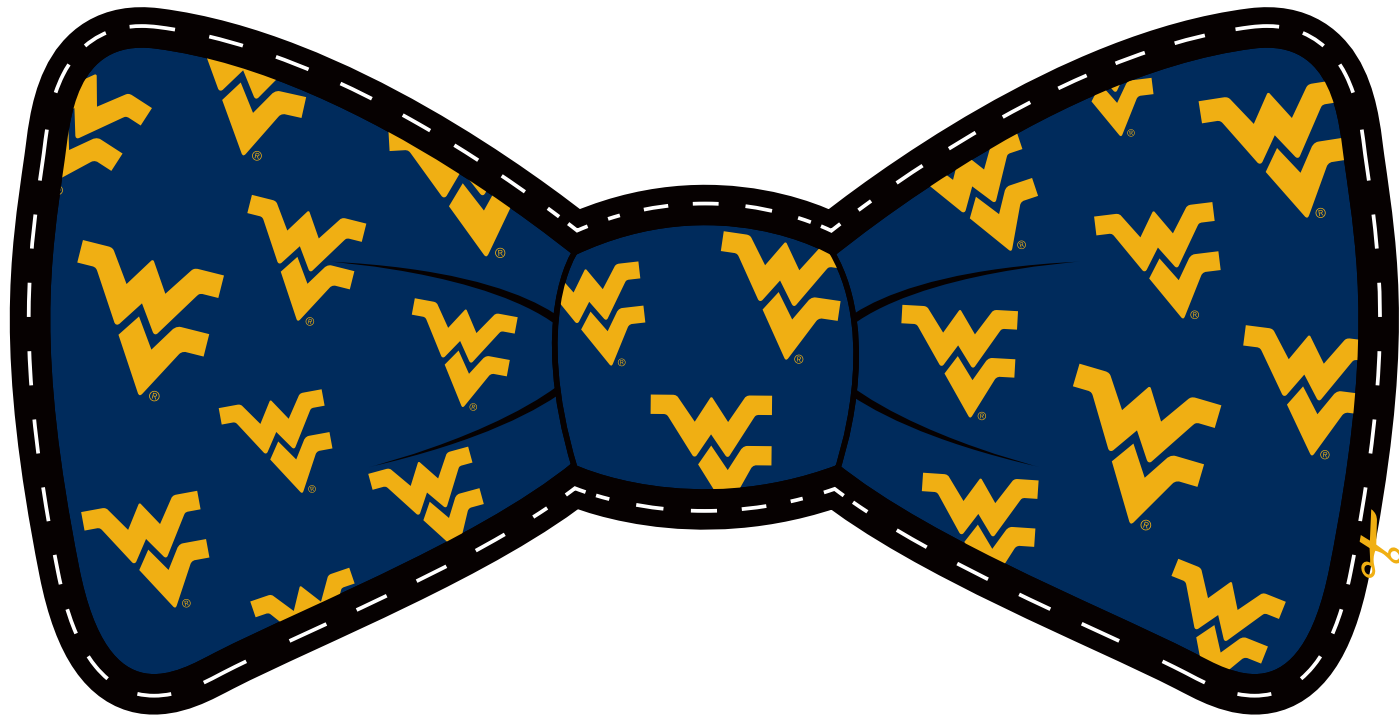
1. Cut out your very own WVU bowtie
2. Take a photo or video wearing your bowtie
3. Share on social using #WVUdayofgiving and tag your favorite unit

From March 13 to March 22 the best photo, video or GIF will be awarded \$1,000 for their tagged unit.

DAY OF GIVING
MARCH 22, 2023
dayofgiving.wvu.edu

front

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DAY OF GIVING

MARCH 22, 2023

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GO ABOVE AND BEYOND ON MARCH 22



One Waterfront Place, 7th Floor
P.O. Box 1650
Morgantown, WV 26507-1650

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{Mail_Name}
{Address1}
{Address2}
{Address3}
{City} {State} {ZIP}



DAY OF GIVING

MARCH 22, 2023

GO ABOVE AND BEYOND ON MARCH 22



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DAY OF GIVING

MARCH 22, 2023

Direct Mail Package Guide - Non-Alumni

Postcard



6" x 11"

**GO ABOVE AND BEYOND
ON MARCH 22**

[Salutation],

On March 22, WVU's Day of Giving, the entire Mountaineer community is going above and beyond to demonstrate the impact of collective giving.

Your generosity strengthens WVU's efforts to spread hope and healing, transforming lives through education and pioneer solutions to the world's biggest challenges.

Please consider making a gift on Day of Giving to create a powerful impact alongside the WVU community. Learn more at dayofgiving.wvu.edu.

SHOW US HOW YOU STAND UP FOR WVU!

Show your support on social media! Check in when participating, take a photo or video with your WVU gear, and post online using #WVUDayofGiving. From March 22-23, 2023, a photo, video or GIF will be awarded \$1,000.

**WEST VIRGINIA UNIVERSITY
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[Mail_Name]
[Address1]
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[Address3]
[City] [State] [ZIP]

**STAND TOGETHER ON
WVU DAY OF GIVING 3.22.23**

I'm celebrating #WVUDayofGiving by...

- Donating to my WVU area of passion
- Sharing why I support WVU on social media
- Asking friends and family to donate
- Becoming a Day of Giving Ambassador
- Other _____

DAY OF GIVING
MARCH 22, 2023

dayofgiving.wvu.edu

back

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STAND TOGETHER ON WVU DAY OF GIVING 3.22.23

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SHOW US HOW YOU STAND UP FOR WVU!

Show your support on social media! Check off the way(s) you're participating, take a photo or video with you and the card, and share online using #WVUDayofGiving. From March 13 to March 22, the best photo, video or GIF will be awarded \$1,000 for their tagged unit.

{Mail_Name}
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{Address2}
{Address3}
{City} {State} {ZIP}



DAY OF GIVING

MARCH 22, 2023