









## 2023 CSU DAY OF GIVING | Texting Scripts

2023 CSU Day of Giving was on May 4, 2023. Below are our texting scripts in order of date sent. The schedule of when I text certain audiences is very intentional. The warmer the audience, the earlier in our campaign I text them. Student employees manage responses due to the volume of texts sent out. We utilize Mongoose/Cadence as our texting solution.





### 5/1/2023 | Past Day of Giving Donor Segment | 4319 Reached/12% Replied

Hi <FIRST NAME>! This is Cameron, a student at Colorado State University. You've participated in CSU Day of Giving before, and we'd love for you to join us this year and make a gift to an area on campus that means the most to you. Can I count on you to give again and send you more info?    





### 5/2/2023 | FY23 First Time Donor Segment | 1878 Reached/10% Replied

Hi <FIRST NAME>! This is Cameron, a student at CSU! You made your 1st gift to CSU this school year & you can keep the support going by participating in CSU Day of Giving (May 4). A gift of \$10 or more to an area on campus that means a lot to you goes a long way. Can I send you more info?    

### 5/3/2023 | Acquisition Lapsed Segment | 2418 Reached/8% Replied

Hi <FIRST NAME>! This is Cameron, a student at Colorado State! You've given to CSU before & you can keep your support going by participating in CSU Day of Giving (May 4). A gift of \$10 or more to an area on campus you love goes a long way & you can give early today! Can I send you more info?    

### 5/4/2023 | Acquisition First-Time | 4336 Reached/7% Replied

Hi <FIRST NAME>! This is Cameron a student at Colorado State! You can make your first gift to CSU today by participating in CSU Day of Giving TODAY, May 4. A gift of \$10 or more to an area on campus that means a lot to you goes a long way. Can I send you more info?    

### 5/4/2023 | Email Open Retention Segment | 1758 Reached/9% Replied

Hi <FIRST NAME>! This is Cameron, a student at Colorado State! You've given to CSU before & you can keep your support going by participating in CSU Day of Giving (May 4). A gift of \$10 or more to an area on campus you love goes a long way! Can I send you more info? 