



#CougsGive Core Messaging Themes

What is #CougsGive? (promotional)

#CougsGive is a one-day fundraising event dedicated to expanding, sharing, and celebrating donor impact at Washington State University. Generous donors are the foundation of student success, and on **April 13, 2022**, the Cougar family will come together and give to the scholarships, programs, and experiences that set WSU apart. Where will you make a difference on April 13?

- *Please use the promotional version for any content/references that are specific to #CougsGive 2022.*

What is #CougsGive? (historical)

#CougsGive is a one-day fundraising event dedicated to expanding, sharing, and celebrating the impact of donor support at Washington State University. Since 2015, the Cougar family has come together to contribute nearly **\$2 million** in support of WSU scholarships, programs, and experiences during #CougsGive.

- *Please use the historical version for any general references to the #CougsGive day of giving, or for any placements that will extend beyond the event timeline. Please contact Annual Giving with any questions.*

How Can I Participate?

Before April 13: Add your voice to #CougsGive by signing up as a Cougar Ambassador and sharing the message of giving with your friends, family, and fellow Cougs. Help show the world what makes the Cougar family so special!

On April 13: Give to the areas that mean the most to you for #CougsGive, share why you support WSU, and encourage others to join in on the day.

Headlines / Taglines:

Where Will You Make a Difference?

Calls To Action:

- Make a gift during #CougsGive
- Sign up to be a Cougar Ambassador
- Add your voice to the campaign and share the message of philanthropy



#Cougsgive Core Messaging Themes (cont.)

Primary Messaging Theme: **Where Will You Make a Difference?**

- Broad-based, customizable key messaging and content theme
- This message is intended to have flexible application with an emphasis on empowering donors to personalize their role in WSU's achievements and successes
- Invites dialogue and responses – recommend to build into content and live engagement
- Consider how this theme can shape build-up, live engagement, and fit within thank you messaging/stewardship

- **Inspire wonder or aspirational participation**
 - Utilize storytelling and personal testimonials to share examples of how donors make a difference for WSU students, research, outcomes, etc.
 - Encourage audience to visualize themselves in same way and consider the outcomes they would like to contribute to at WSU.
 - Offer targets and goals, give donor/advocate audiences a clear role to play and a way to see themselves in the celebration and success.

- **Reinforce WSU's Land-Grant Mission to the State**
 - WSU has a responsibility to provide an accessible, high-quality education to students from all across the state of Washington. The land-grant mission also reinforces the need for a strong in-state presence in research and development.
 - WSU's presence in communities across the state provides valuable resources and services to the state's residents.
 - WSU donors directly support this mission and grow the impact through generous philanthropy. It is important to help donors see and feel the impact of their giving not in WSU as a disconnected entity, but directly within their own lives and their communities.

- **Why #Cougsgive? What is so special about this day?**
 - Donors make an impact at WSU all year long – many of them give several times throughout the year, and to many areas.
 - #Cougsgive is the day we celebrate the act of giving, acknowledge the impact of generous support, and use this day to bring people together around WSU.
 - This is the day we encourage everyone to celebrate their giving, share their inspiration for generosity, and show why WSU matters to them. We want to inspire others to join in philanthropy and to see why being part of the WSU family is such a special experience.