

# NAME A SQUIRREL DIGITAL CAMPAIGN

## Digital Assets



UNIVERSITY OF  
**GEORGIA**  
Development & Alumni Relations

GIVING PAGE: <https://gail.uga.edu/giving/cdag/name-a-squirrel-2025>



... AND WITH A GIFT OF \$70+, YOU WILL RECEIVE THIS LIMITED EDITION PLUSH SQUIRREL!

### UGA Today Web Ad

UNIVERSITY OF GEORGIA  
**THE SQUIRRELS HAVE A BLANK SPACE**  
and only **YOU** can write their name!

CLICK HERE  
Name a Squirrel!

# NAME A SQUIRREL DIGITAL CAMPAIGN

## Sample Solicitation Email



UNIVERSITY OF  
**GEORGIA**

Development & Alumni Relations

[View this email in your browser](#)



## Name one of UGA's campus squirrels!

Sir Snacks a Lot ... Archie Belle ... Squirrelie Smart

The possibilities are endless when you make a **gift of at least \$10** to any area at UGA and name one of our campus squirrels.

Perhaps you want to commemorate your favorite professor or dining hall. Maybe you've come up with a name so punny, so nutty, that you feel you simply must share it with the world!



When you make your gift, you'll receive a one-of-a-kind digital certificate complete with your squirrel's name and when you make a **gift of at least \$70**, you'll receive your very own plush squirrel decked out in UGA gear. The last day to name a squirrel May 6.

**Give Today**


*P.S. Share your squirrel's name on social media! Your gift's confirmation page will include downloadable, customizable graphics for you to share with the world your clever and/or silly squirrel name!*



**NAME A SQUIRREL DIGITAL CAMPAIGN**  
**Sample Certificate**



**UNIVERSITY OF  
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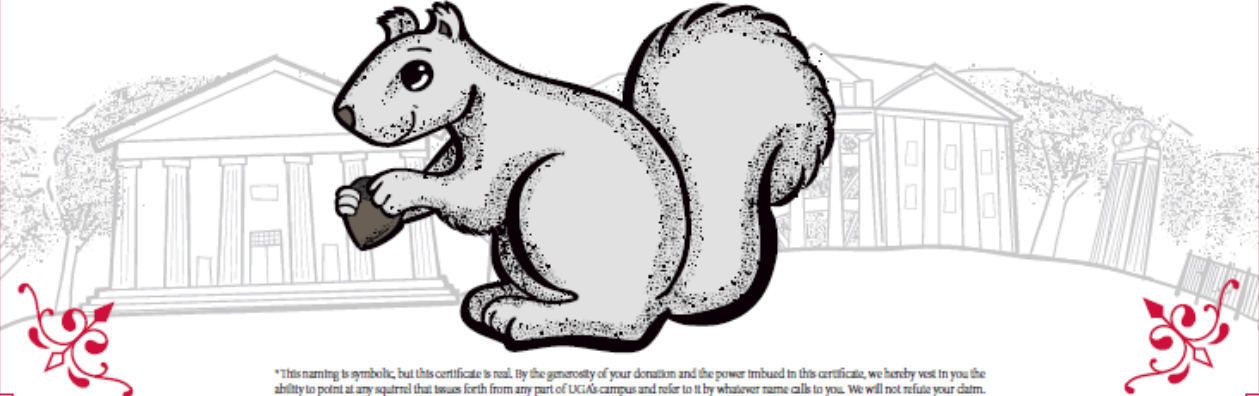
 **UNIVERSITY OF GEORGIA**

*Certificate of Naming*

*Be it known that a University of Georgia Squirrel has been named*

**(I Wish That I Had) Jesse's Squirrel**

*This squirrel, a resident of the University of Georgia campus, Athens, Georgia, shall on this day in 2025 and on each day hereafter be designated by the moniker inscribed on this certificate.*



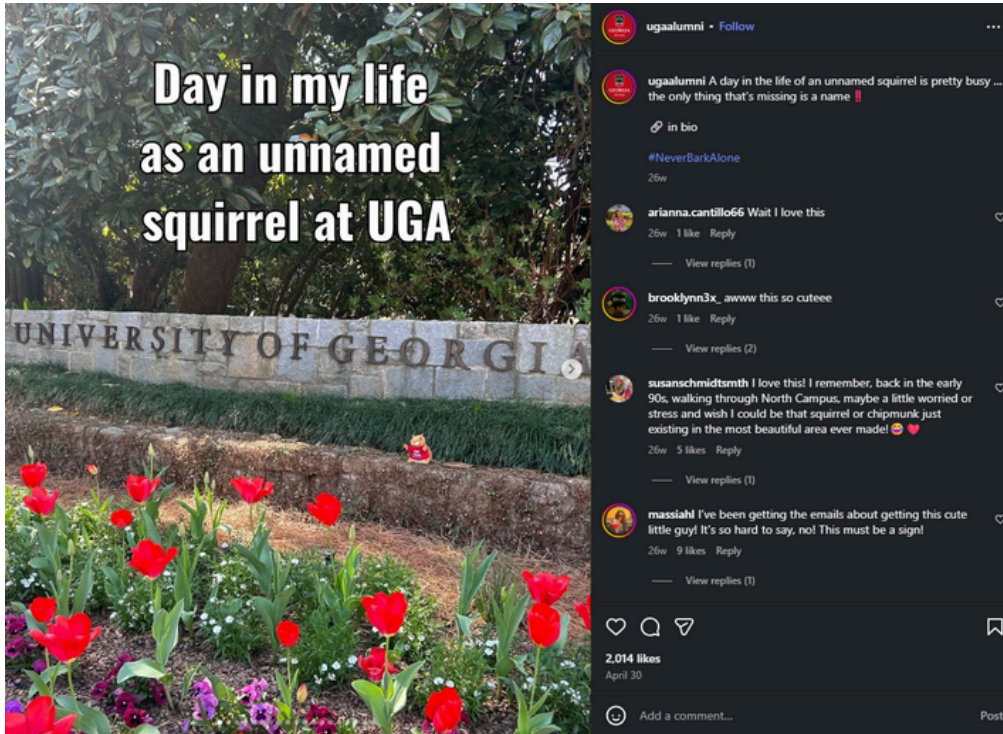
\*This naming is symbolic, but this certificate is real. By the generosity of your donation and the power imbued in this certificate, we hereby vest in you the ability to point at any squirrel that issues forth from any part of UGA's campus and refer to it by whatever name calls to you. We will not refute your claim.

# NAME A SQUIRREL DIGITAL CAMPAIGN

## Social Media Samples



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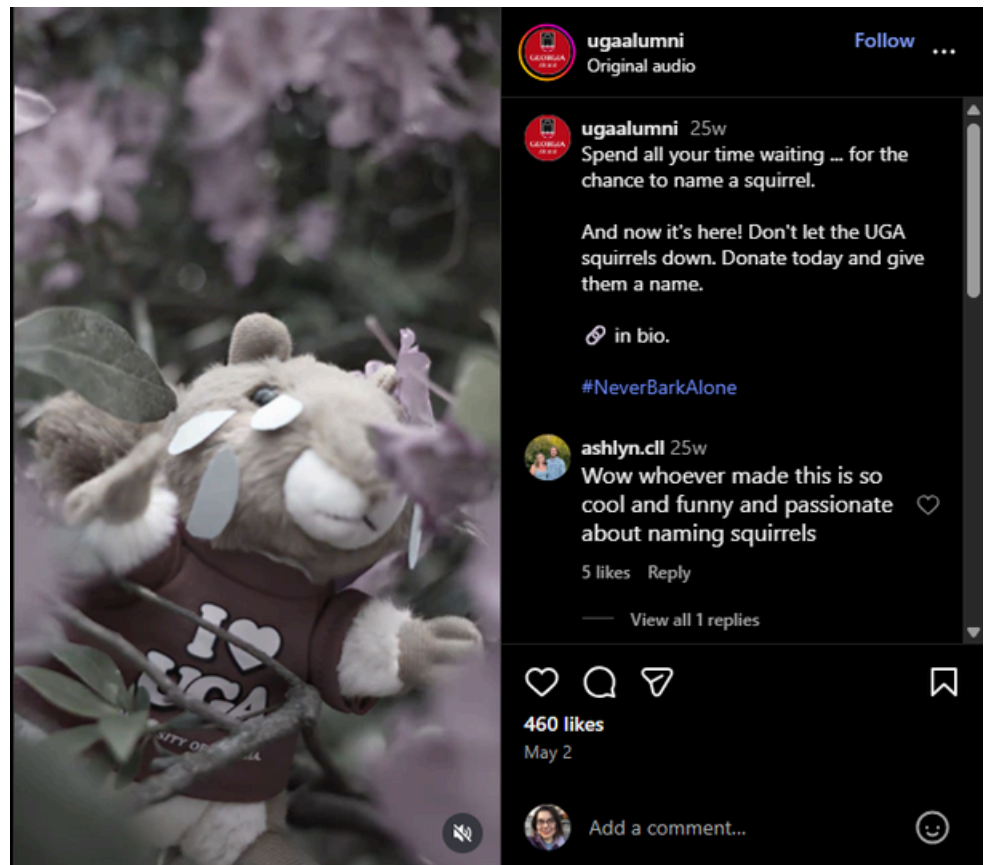


# NAME A SQUIRREL DIGITAL CAMPAIGN

## Promo Videos



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# NAME A SQUIRREL DIGITAL CAMPAIGN

## Post-event Stewardship



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FEATURED, IMPACT OF GIVING

## Who runs the world? Squirrels!

JUNE 30, 2025



CLICK TO VIEW  
FULL ARTICLE

Or at least, they run this campus.

In April 2025, the University of Georgia Division of Development and Alumni Relations decided that at long last, it was time to bring a new critter into the fold. A critter that has, at times, proven simultaneously adorable and pesky to faculty, staff and students of all generations.

But it was you, Bulldog Nation, that elevated these bushy-tailed residents to icon status this spring.

The inaugural UGA Name a Squirrel giving campaign saw Dawg- and squirrel-lovers coming out of the woodwork! A whopping 1,341 folks from around the world — including 796 alumni and 110 parents — raised over \$56,000 by giving our campus squirrels names.