Division of
Advancement and Alumni
UNIVERSITY OF HOUSTON

CoogsGiving (GivingTuesday)

COOGSGIVING (GIVINGTUESDAY)

Self Contained Mailer



Front Panel



Mail Panel





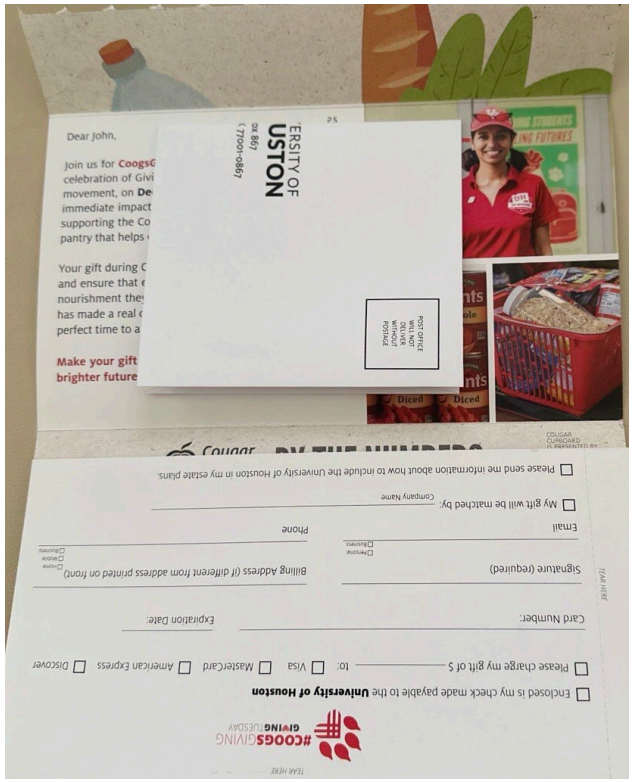


Pull Tab





Mailer Opens Upwards







COOGSGIVING (GIVINGTUESDAY)

Emails



Dear <First Name>,

Save the Date for CoogsGiving — our University of Houston celebration of GivingTuesday on Dec. 3! This global generosity movement presents an opportunity for us to make a positive impact in various areas of our campus community.

As a faculty/staff member, you understand the importance of supporting our students. **This year, we invite you to make a difference by giving to the Cougar Cupboard, where your gift will provide essential resources to over 7,500 students in need.** Your gift will help us stock the shelves and ensure every student receives the nourishment they need to succeed.



You don't have to wait until Dec. 3 to make a difference — donate today to kick off the Season of Giving and demonstrate your commitment to our students. Plus, as a special thank you, **donors who give $100 or more will receive a collectible Holiday Shasta plush while supplies last!** (Fair Market Value: $15)

Make your gift now to feed students and help build a brighter future for UH. Your support today provides essential resources, such as meals for students experiencing food insecurity, and creates opportunities for their academic and personal success.

Thank you and Go Coogs!



Caitlin Smith
Campaigns Coordinator – Annual Giving
Division of Advancement and Alumni
University of Houston



Dear <First Name>,

Tomorrow is CoogsGiving — The University of Houston's way of celebrating the global generosity movement, Giving Tuesday. **CoogsGiving embodies the spirit of generosity, community and supporting the students who make UH extraordinary.**

CoogsGiving is more than just a campaign — it is a chance to make an impact in our communities. **Whether you choose to give to an area you are passionate about,** volunteer your time with an organization close to your heart or inspire others to get involved, **your actions matter.** Together, we can create opportunities, support our students and strengthen the UH community in ways that ripple far beyond our campus.



Take a moment to think about how you'll celebrate tomorrow. **Will you help stock the Cougar Cupboard to fight food insecurity? Strengthen campus resources through the Fund for UH or your favorite UH college?** Volunteer to drive meaningful change? Share how you will celebrate tomorrow on social media using **#CoogsGiving** and tag **@TheUHImpact** to inspire others.

Every act of generosity, big or small, adds up to something remarkable. Let's make tomorrow a day to remember.

<First Name>, let's show the world what it means to be a proud Cougar.

Warmest wishes,



Kristin T. Burch
Senior Assistant Vice President
Advancement & Alumni Engagement
University of Houston

P.S. Visit the CoogsGiving page to explore all the ways you can make a difference.



Dear <First Name>,

It's me, **Shasta**, your favorite cougar, and I'm excited to kick off CoogsGiving officially! **Today is YOUR chance to make a meaningful impact on the lives of our students.**

This year, you can support the **Cougar Cupboard**, our on-campus food pantry for students, the **Fund for UH**, the fund addressing the most significant needs across campus or one of our **participating colleges**. Your contribution to any of these areas will immediately benefit our Coogs and support their journey to success.

As a special thank you for gifts of $100 or more, you'll receive an exclusive, limited-edition Holiday Shasta plush! (And trust me, I look even cuter in plush form!) But act quickly — these plushies are in high demand, and once they're gone, they're gone! (Fair Market Value: $15)



Help us kick off **CoogsGiving** strong! Your generosity sustains UH by providing scholarships, supporting innovative programs and advancing necessary research. Every gift truly counts.

Let's make this CoogsGiving the best one yet — make your gift today and join this global generosity movement!

With a roar of thanks,



Shasta 🐾
Office of the Mascot
University of Houston

COOGSGIVING (GIVINGTUESDAY)

Emails



Hi [First Name],

I'm Iliana Solheim, a senior majoring in Geology and a student worker at the Cougar Cupboard. Today, as we celebrate CoogsGiving, I invite you to make a difference by contributing to our mission to combat food insecurity among students at the University of Houston.

Growing up in New Braunfels, Texas, I know the value of community, and Cougar Cupboard is a community for many UH students. As someone passionate about nutrition, I see firsthand how access to nutritious food fuels success, and I'm grateful to be part of this initiative.



With over 7,500 students relying on our pantry for essential food and resources, your support today has the power to transform lives. Your gift to the Cougar Cupboard ensures that no student has to stress over where their next meal will come from. Together, we can create a lasting impact and foster a community where every student can thrive.

Thank you for standing with us in this vital mission!

Warmly,



Iliana Solheim
Student Worker
Cougar Cupboard
University of Houston

P.S. Gifts of $100 or more will receive a collectible Holiday Shasta plush as a special thank you while supplies last! Make your gift before midnight to get yours. (Fair Market Value: $15)



Dear <First Name>,

As the day winds down, we're sending a heartfelt reminder: There are just 6 hours left to make your CoogsGiving gift and leave your mark on this special day of generosity.

Philanthropy is at the heart of our Cougar community, and today is the perfect moment to come together and show our collective strength. Your support of the Fund for UH ensures our campus has the resources to thrive, from scholarships and groundbreaking research to innovative programs that shape the future.



Your gift provides immediate support and paves the way for long-term success, empowering students and shaping their futures. Join us in uplifting the entire UH community and making a lasting difference. We're a force for positive change when we unite for a common cause.

Thank you for your unwavering generosity and helping to make **CoogsGiving** a resounding success!

Sincerely,



Anessa Rios-Ezeude ('15)
Director of Annual Giving
Division of Advancement & Alumni
University of Houston

P.S. Don't forget — gifts of $100 or more to our participating funds will receive a collectible Holiday Shasta plush as a special thank you while supplies last. Make your gift before midnight to claim yours! (Fair Market Value: $15)



Dear <First Name>,

We're down to the final 2 hours of CoogsGiving, and this is your last chance to make a lasting impact on the lives of our students. With a gift of $100 or more, you'll change a student's future and receive our **limited-edition Shasta plush while supplies last** as a special thank you for your generosity! (Fair Market Value: $15)

Whether you choose to support the **Cougar Cupboard**, which provides essential food resources for students in need, the **Fund for UH**, which tackles the University's most urgent needs, or one of our **participating colleges**, your gift tonight will make a direct and meaningful difference to the UH community.



Time is almost up! Don't miss this final opportunity to help our Coogs and claim your Holiday Shasta plush before the clock strikes midnight. Let's finish CoogsGiving strong and ensure every Cougar has the support they need to thrive.

Thank you for being a champion for UH students when it matters most.

Go Coogs!



Caitlin Smith
Campaigns Coordinator – Annual Giving
Division of Advancement and Alumni
University of Houston



Dear <First Name>,

Wow, what a day! We are overjoyed to send you a heartfelt Thank You for your amazing support of **CoogsGiving**. Your generous gift to the Cougar Cupboard has made a lasting impact, and we're deeply grateful for your contribution.

Because of your kindness, the Cougar Cupboard will stay fully stocked, providing essential resources to students facing food insecurity. **Your generosity doesn't just fill our shelves but our hearts with gratitude.**

Thank you for joining us in this global generosity movement and helping to make CoogsGiving a huge success. **We couldn't have done it without you!**

This special message from our students is for you.



Warmest thanks and Go Coogs!



Karras Mayes
Program Director, Annual Giving Campaigns
Division of Advancement & Alumni
University of Houston

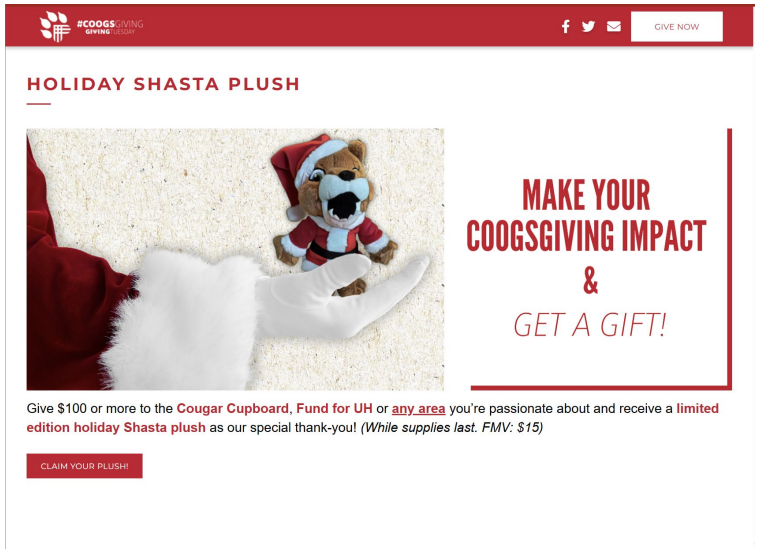
P.S. If you gave $100 or more, keep an eye on your inbox — we'll send you a special follow-up email with details about your Holiday Shasta plush!

COOGSGIVING (GIVINGTUESDAY)

Main Landing Page

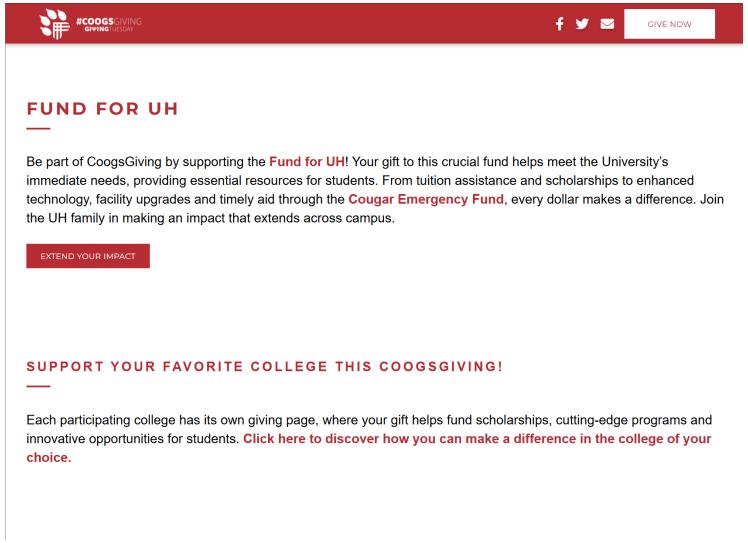


FEED **STUDENTS,**
NOURISH **FUTURES.**





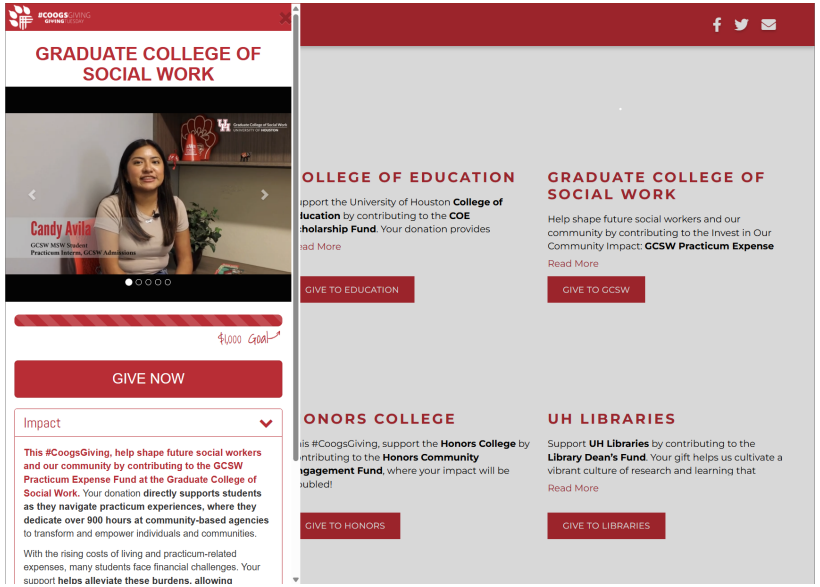


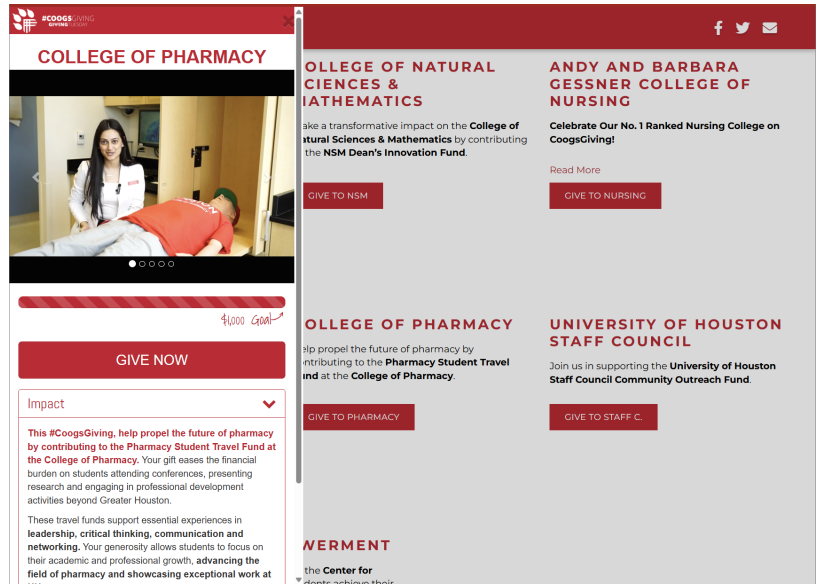


COOGSGIVING (GIVINGTUESDAY)

College Landing Page

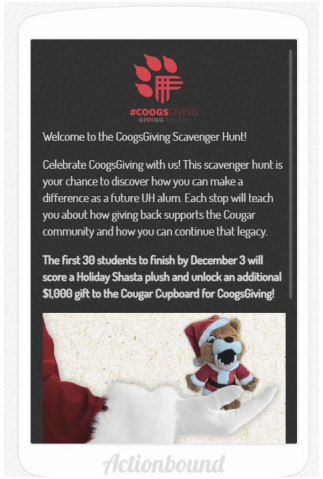


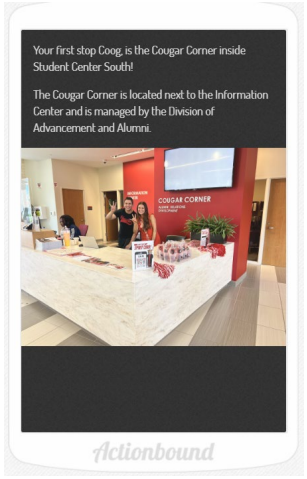


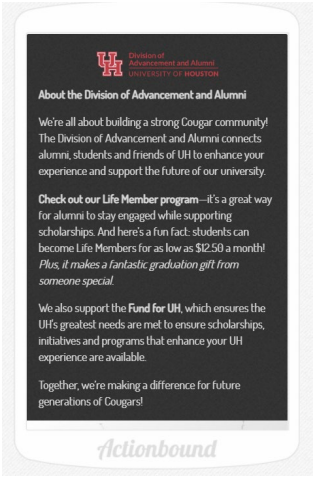


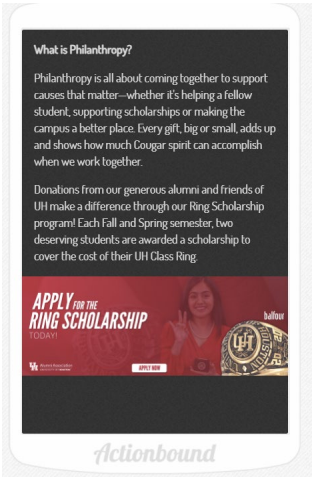
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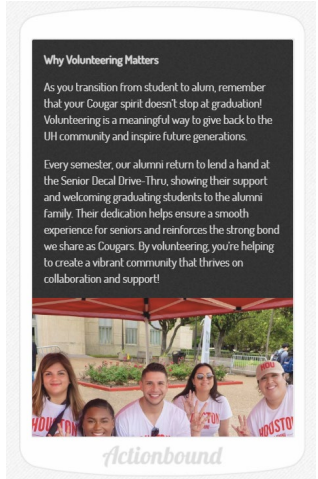
Student Scavenger Hunt

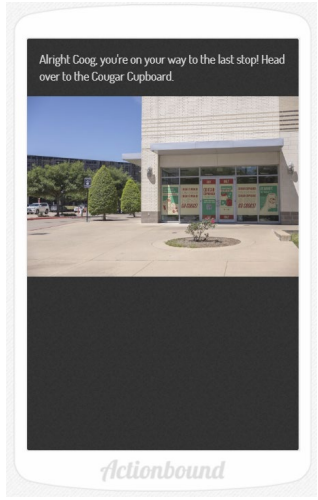


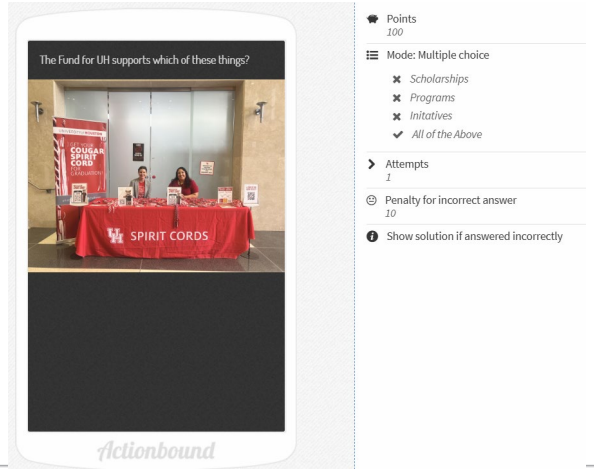






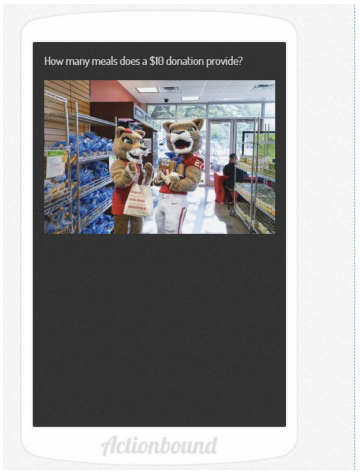






Points
100
Mode: Multiple choice
- ✖ Scholarships
- ✖ Programs
- ✖ Initatives
- ✔ All of the Above

Attempts
1
Penalty for incorrect answer
10
Show solution if answered incorrectly



Points
100
Mode: Multiple choice
- ✖ 1 meal
- ✖ 5 meals
- ✖ 15 meals
- ✔ 30 meals

Attempts
1
Penalty for incorrect answer
10
Hints
- Your spirit cord donation from Now - until December 3 will support the Cougar Cupboard

Show solution if answered incorrectly

COOGSGIVING (GIVINGTUESDAY)

Toolkit



Tuesday, December 3

- 98 : 15 : 15 : 30

DAYS HOURS MINUTES SECONDS

Overview

On Tuesday, December 3rd, the Office of Annual Giving invites you to join us for **CoogsGiving**, the University of Houston's signature celebration of GivingTuesday – a global day dedicated to generosity and community. This university-wide annual campaign is designed to inspire a culture of giving within the UH community, with a focus on supporting our students. Our Season of Giving kicks off on GivingTuesday, with messaging running through December 31st. **This Year's CoogsGiving Focus:** Our primary CoogsGiving central initiative is to support the **Cougar Cupboard**, UH's on-campus food pantry that provides vital resources to students facing food insecurity. Our secondary central focus is the **Fund for UH**, which sustains key university initiatives.

New This Year: Participating colleges/units now have their own dedicated landing page to feature their own projects and goals.

Thank you all for contributing to what will be another successful CoogsGiving. We have put together this toolkit to help you with your communications efforts, with ready-made graphics and templates for adding your individual touch.

Happy CoogsGiving!

TEMPLATES & CONTENT	MAKING GRAPHICS	WRITING COPY	STEWARDSHIP
photos, web banners & social media	logos, design elements & prints	facts & figures, emails & talking points	post-event gratitude

CoogsGiving Communicators Workshop

The communicators workshop is our annual presentation to provide you with information about CoogsGiving and the tools available to you, including this toolkit.

	COMMUNICATION PLAN
CoogsGiving Kick-Off Call	Communication Plan

Contact Us

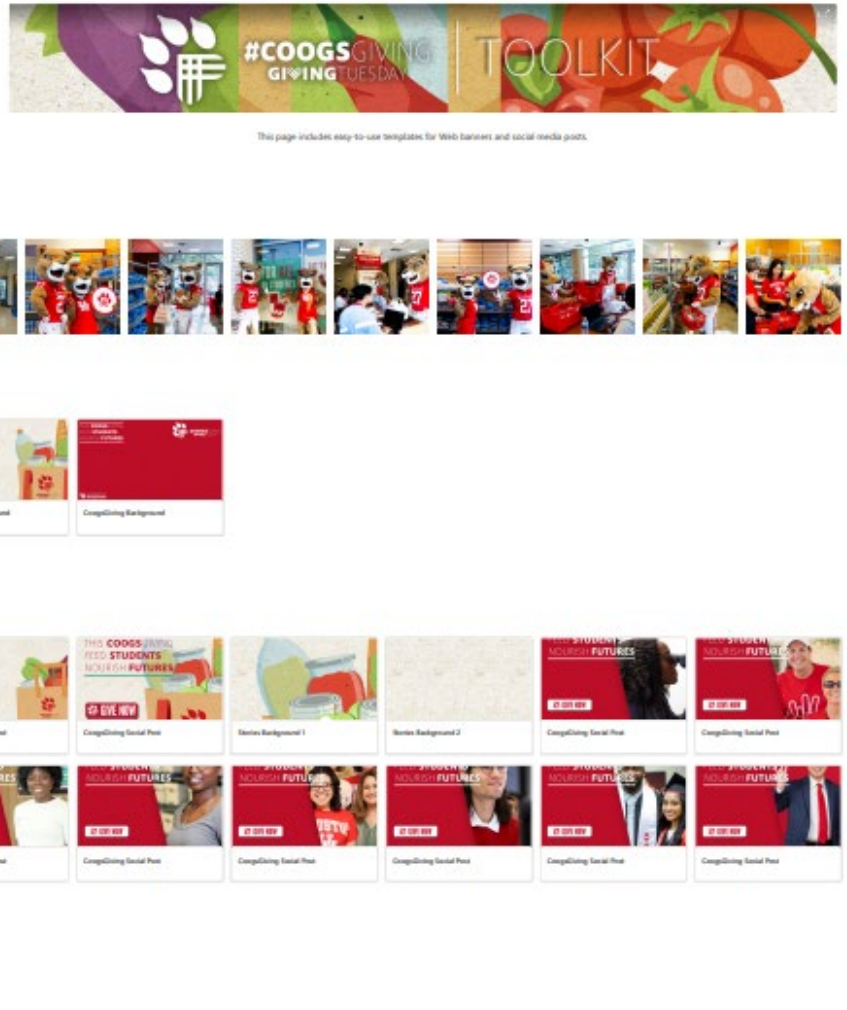
If you have any questions, please don't hesitate to reach out – we're here to help.

Thanks again for your support of CoogsGiving!

CoogsGiving Committee
annualgiving@uh.edu

COOGSGIVING (GIVINGTUESDAY)

Toolkit



COOGSGIVING (GIVINGTUESDAY)

Toolkit



This page includes CoogsGiving facts, talking points and other writing ideas to make your copywriting efforts a breeze.

Facts & Figures

- The **Cougar Cupboard** provides UH students with essential groceries, helping ease financial stress and enabling them to focus on their studies. Since its start in 2020, the pantry has been a lifeline for thousands of students, offering up to 30 lbs. of food weekly.
- 35% of students who use the **Cougar Cupboard** report that they have considered leaving UH due to the financial stress and food insecurity they experience. After using the **Cougar Cupboard**, 92% of these students reported that it lowered their financial and overall stress, which in turn helped them focus on their academic success.
- $50 provides 150 meals for students in need.
- $75 provides 225 meals for students in need.
- $100 provides 300 meals for students in need.
- $250 = 450 canned or microwavable meals
- $500 = 400 cartons of milk (+ previous items)
- $1,000 = 800 bags of rice (+ previous items)
- $1,500 = 350 bars of soap & 250 bottles of shampoo (+ previous items)
- $2,000 = 300 toothpaste/toothbrush kits + 300 cleaning sprays (+ previous items)
- $5,000 = double all previous items, plus extras of most-needed stock
- $10,000 = new student worker for one year

Talking Points

- The **Cougar Cupboard** provides UH students with essential groceries, helping ease financial stress and enabling them to focus on their studies. Since its start in 2020, the pantry has been a lifeline for thousands of students, offering up to 30 lbs. of food weekly.
- 35% of students who use the **Cougar Cupboard** report that they have considered leaving UH due to the financial stress and food insecurity they experience. After using the **Cougar Cupboard**, 92% of these students reported that it lowered their financial and overall stress, which in turn helped them focus on their academic success.
- Be part of CoogsGiving by supporting the **Fund for UH**! Your gift to this crucial fund helps meet the University's immediate needs, providing essential resources for students. From tuition assistance and scholarships to enhanced technology, facility upgrades and timely aid through the **Cougar Emergency Fund**, every dollar makes a difference. Join the UH family in making an impact that extends across campus.
- Give $100 or more to the Cougar Cupboard, Fund for UH or any area you're passionate about and receive a **limited-edition holiday Shasta plush** as our special thank-you! *(While supplies last. FMV: $15)*

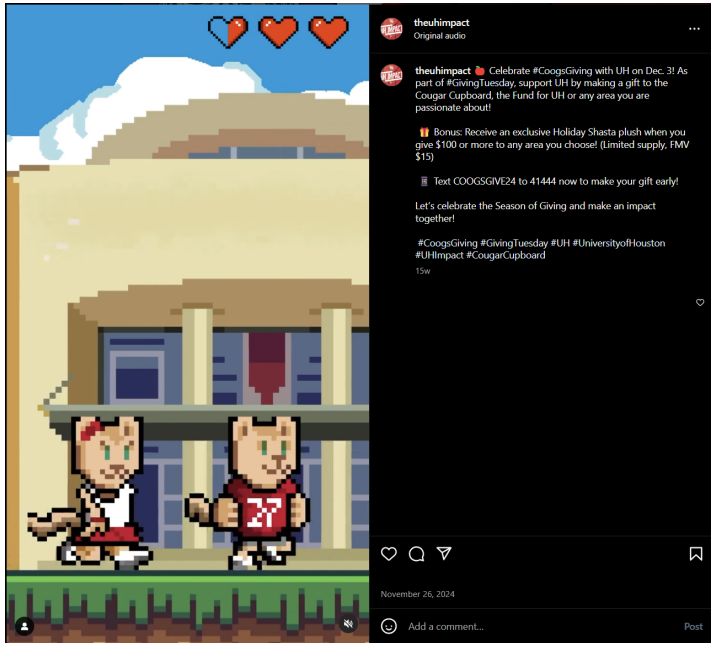
Email/ Social Media Verbiage

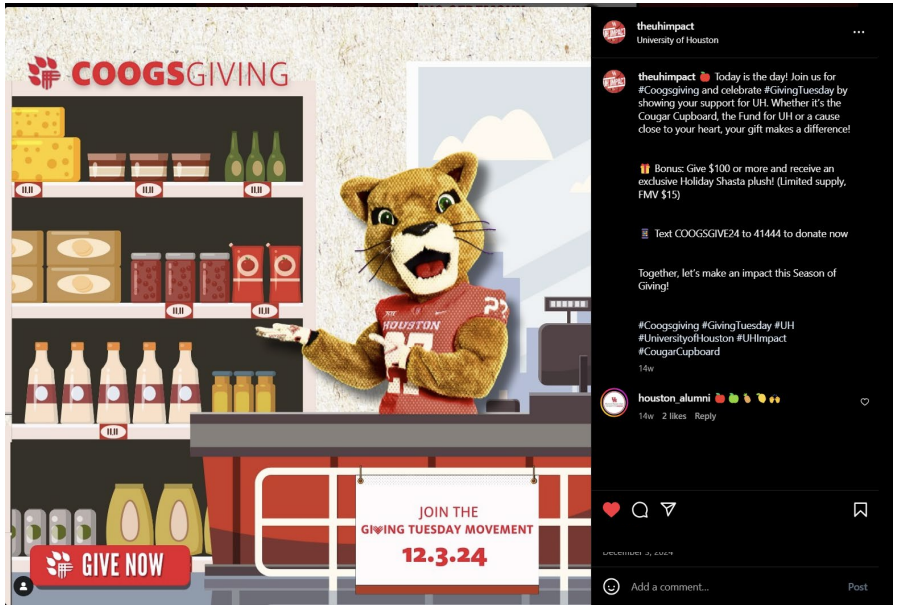


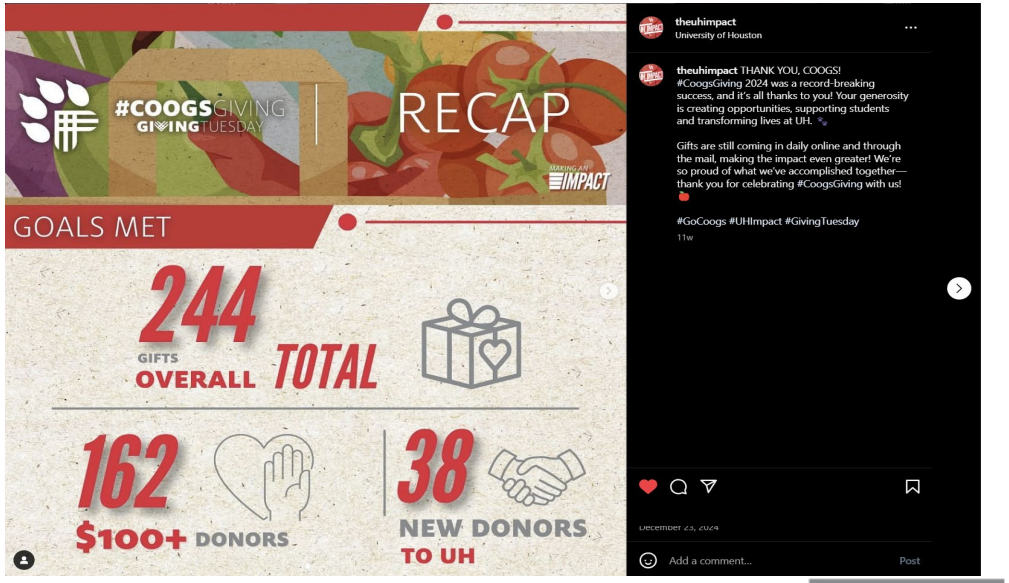
COOGSGIVING (GIVINGTUESDAY)

Social Media









COOGSGIVING (GIVINGTUESDAY)

Photoshoot













COOGSGIVING (GIVINGTUESDAY)

Photoshoot







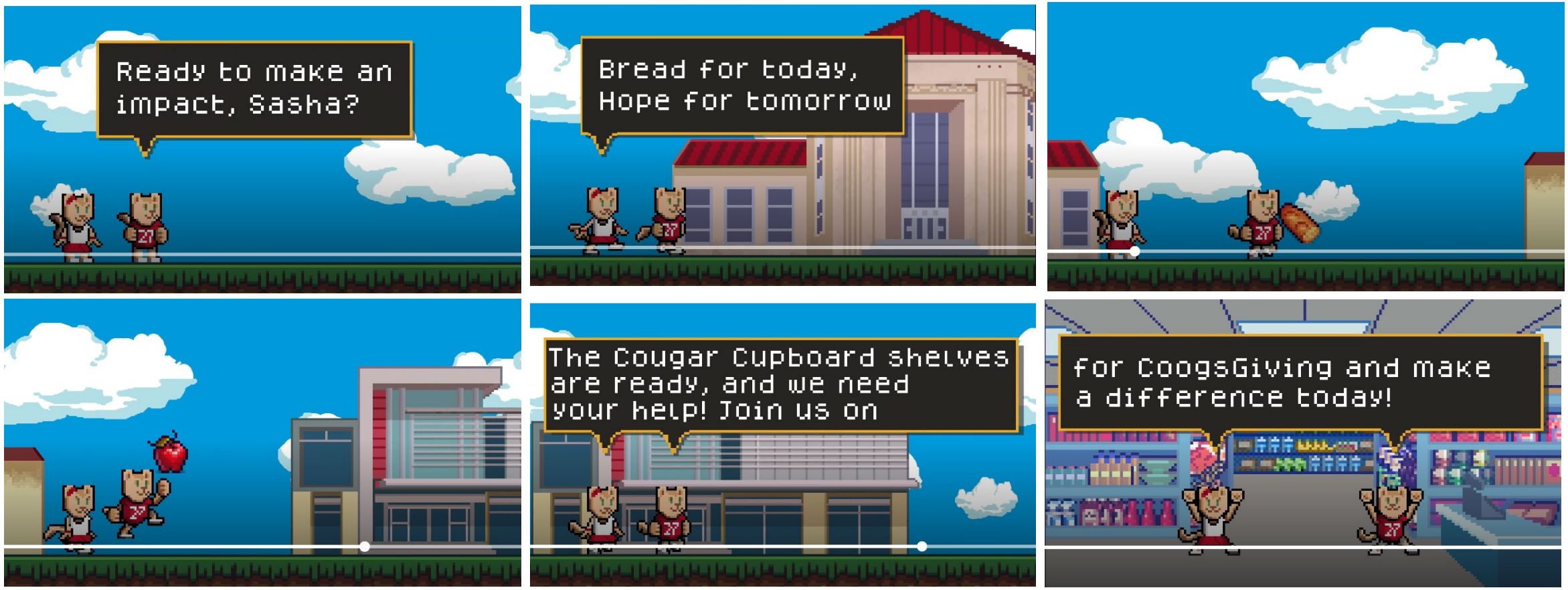






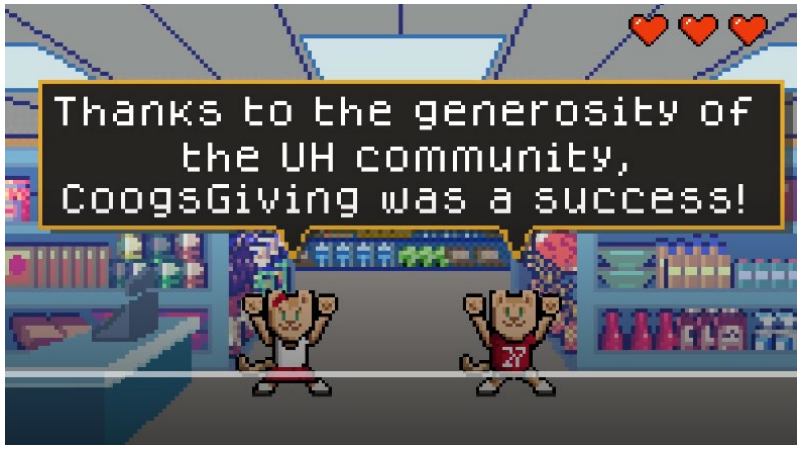
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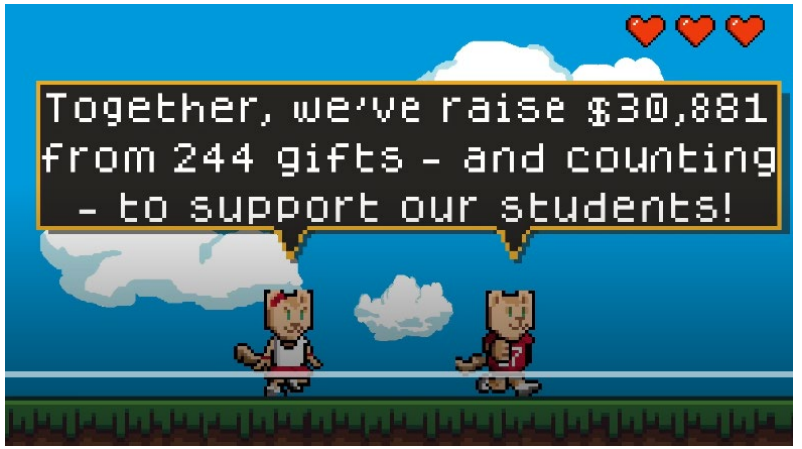
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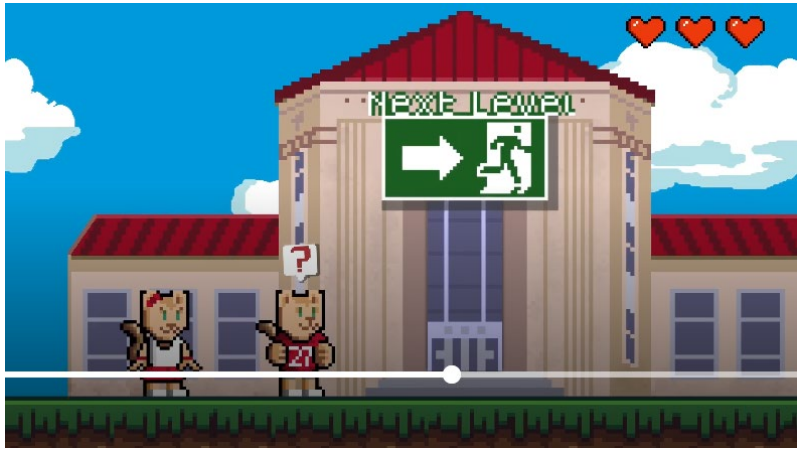


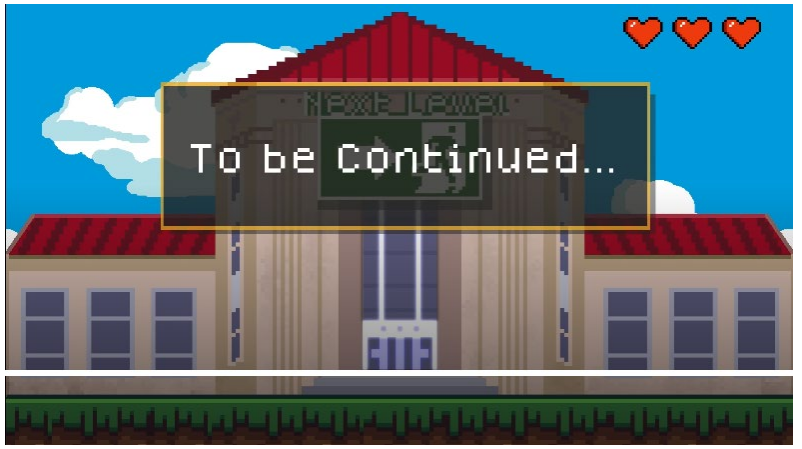
COOGSGIVING (GIVINGTUESDAY)

Animated Post Campaign Impact Video









COOGSGIVING (GIVINGTUESDAY)

Live Action Video









COOGSGIVING (GIVINGTUESDAY)

Holiday Shasta Plush



