PRESEASON DIGITAL CAMPAIGN: BAG TAG

Assets

UNIVERSITY OF GEORGIA
Development & Alumni Relations

Luggage tag



Social media graphic



Columns & *UGA Today* Ad



PRESEASON DIGITAL CAMPAIGN: BAG TAG

Sample Solicitation Email

UNIVERSITY OF GEORGIA
Development & Alumni Relations

Your Squirrel is Hitting the Road in Style

This spring, you generously donated to UGA and named a squirrel roaming campus. Before students and fans return this fall, your squirrel decided to take a road trip for one last summer adventure ... and they're sporting a fancy UGA Bag Tag as they go!



Give Now

Follow your squirrel's lead: A gift of $5 or more will elevate your travel game while enhancing students and the school, college, or program of your choice. **Donate today and secure your Bulldog Bag Tag as a thank you for your support**.

**Minimum $5 donation required for bag tag*

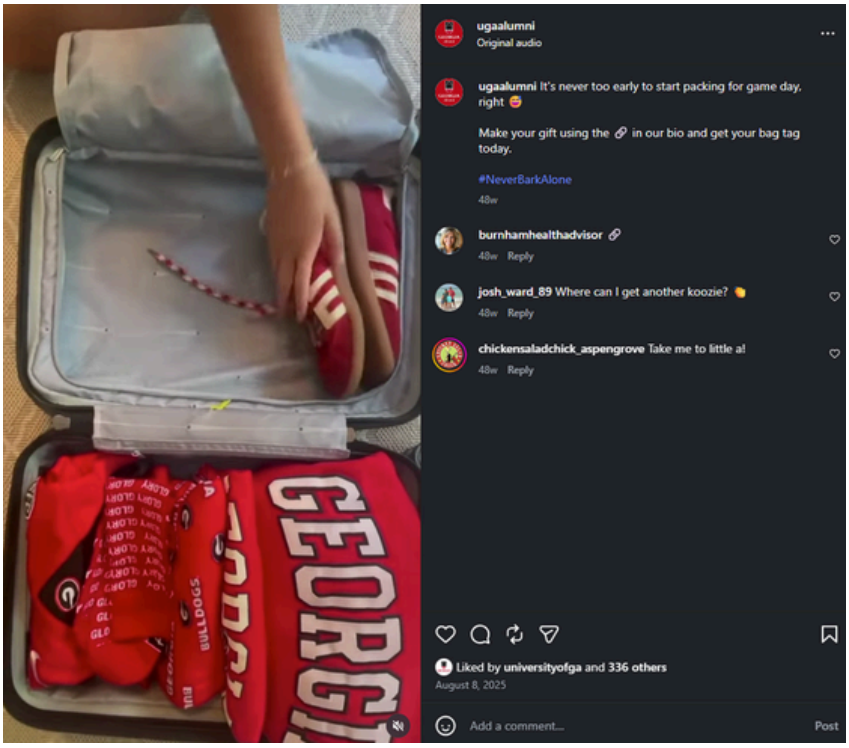
The University of Georgia Foundation is registered to solicit in every state and provides state specific registration information at http://www.ugafoundation.org/charity.

**The previous Spring, we executed a very successful "Name a Squirrel" campaign. This was a targeted message to those who made a gift through that campaign.*

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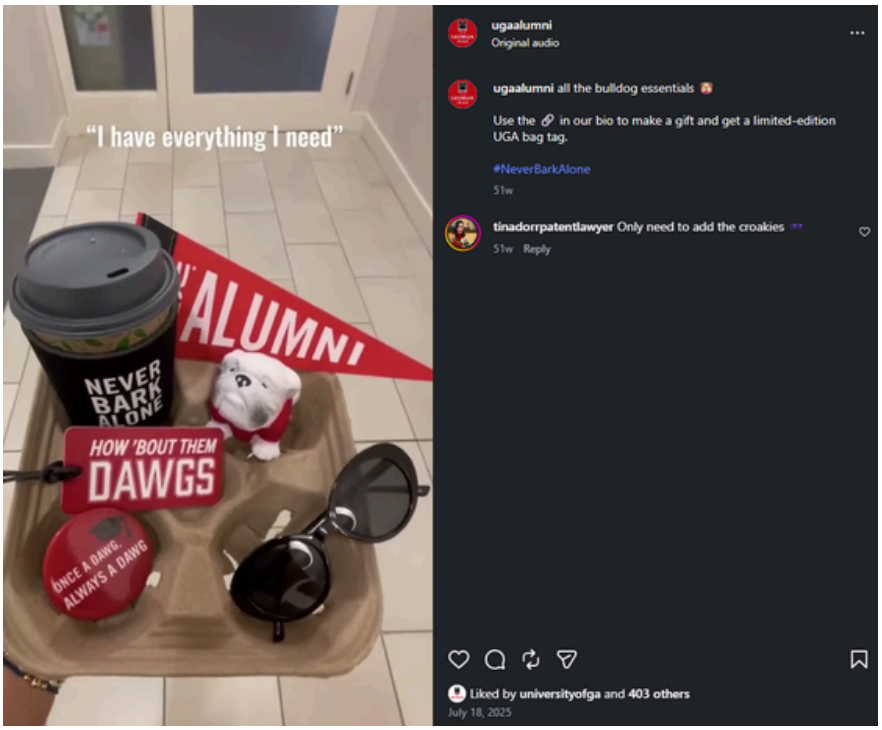
Social Media Promo Examples

UNIVERSITY OF GEORGIA
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CLICK TO VIEW ANIMATED VIDEO

CLICK TO VIEW ANIMATED VIDEO



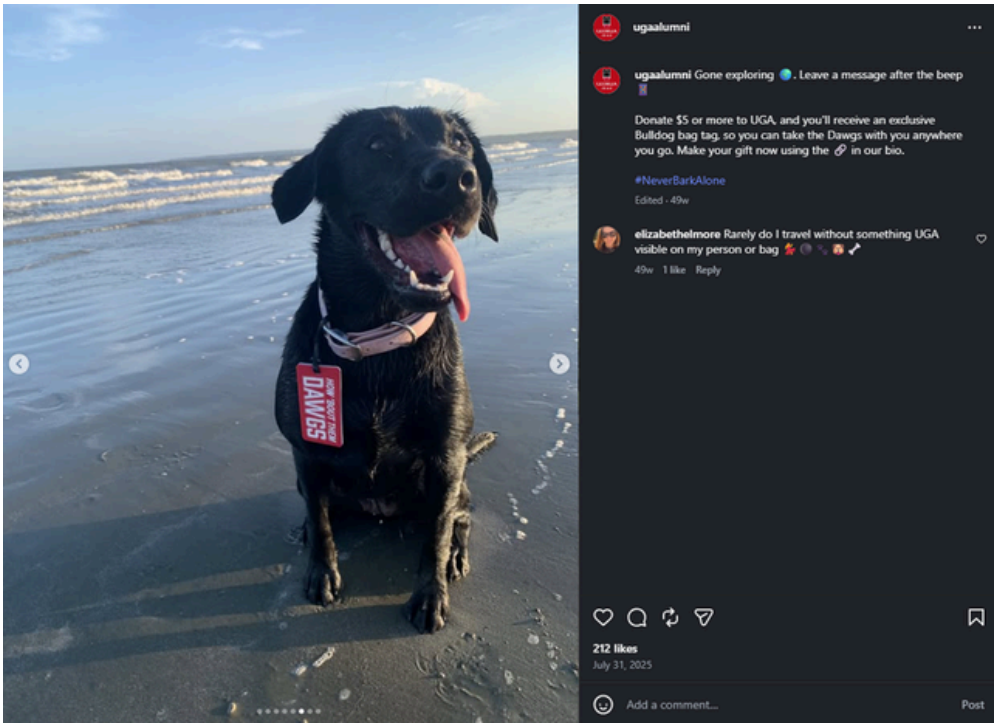
PRESEASON DIGITAL CAMPAIGN: BAG TAG

Social Media Promo Examples

UNIVERSITY OF GEORGIA
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CLICK TO VIEW CAROUSEL



POSTSEASON DIGITAL CAMPAIGN: STICKERS

Assets

UNIVERSITY OF GEORGIA
Development & Alumni Relations

Social Media Graphic



Giving Page Header



Columns & *UGA Today* Ad



POSTSEASON DIGITAL CAMPAIGN: STICKERS

Sample Solicitation Email

UNIVERSITY OF GEORGIA
Development & Alumni Relations

UNIVERSITY OF GEORGIA

Get limited-edition stickers with your gift

Excitement is building as the Bulldogs wait to see who our first playoff opponent will be. Celebrate this moment with **a gift supporting any area at UGA**, and we'll send you these exclusive stickers.



Give Now

It's great to be a Georgia Bulldog, and when you **donate** to improve the student experience at UGA, you make it even greater.

**Minimum gift of $5 required for stickers*

POSTSEASON DIGITAL CAMPAIGN: STICKERS

Social Media Promo Examples

UNIVERSITY OF GEORGIA
Development & Alumni Relations



CLICK TO VIEW ANIMATED VIDEO

