



2025
GIVING
CHALLENGE



STETSON
UNIVERSITY

MARCH 12-13

Giving Challenge

Social Media Involvement

386-822-7455

development@stetson.edu

givingchallenge.stetson.edu



Post Ideas

- Share the website link along with the area you are supporting - **givingchallenge.stetson.edu**
- Share about the area you are most passionate about and why
- Share a selfie in your Stetson green and white, using **#TipYourHat4Stetson**
- Include a personal story about how Stetson University has made an impact for you or share about what you are looking forward to funding
- Share your favorite photo of campus thanking others for Tipping Their Hat
- Re-share posts from Stetson pages

Caption Suggestions

Leading up to March 12-13, 1225

- Are you ready to #TipYourHat4Stetson? This year, we're partnering with Stetson University's Giving Challenge on March 12-13, where you get to decide where your gift goes! Visit givingchallenge.stetson.edu to explore the areas on campus that mean the most to you!
- Do you know what fund you will support? On March 12-13 you get to decide the area to support that you are most passionate about. Check it out at givingchallenge.stetson.edu
- Are you up to the challenge? Stetson University's Giving Challenge allows you to decide where your gift goes, all while being a part of the collective impact that this initiative will make. With only 36 hours on the clock, it's all about participation - so make a gift, share with your friends, wear your green and white, and use the #TipYourHat4Stetson to show your support of Stetson University!

Days of March 12-13, 1225

- Today's the day and we're ready for the challenge! Gifts made during this challenge are directly impacting current Hatters that walk our campus and will provide assistance and guidance for future Hatters to come. Are you ready to #TipYourHat4Stetson?
- 36 hours, 14 funds. Your gift of any size makes a direct impact on Stetson University as we continue to foster an environment where our Hatters can thrive in and out of the classroom. What fund will you support? #TipYourHat4Stetson
- Have you made your gift yet for Stetson's Giving Challenge? Between now and 8 p.m. on March 13, you can help Hatters all across campus. Through your gift, we're able to provide meals for students in need, scholarship assistance, and even the renovation of campus buildings. All we need is your participation! Make a gift, share with your friends, wear your favorite Stetson swag, and post a selfie with #TipYourHat4Stetson to show your support of Stetson University!

Remember to use the hashtag #TipYourHat4Stetson on your posts and make them public so others can see and re-share!



Social Media Images and Stories



Using our branded Giving Challenge images for social media post or stories is a simple and easy way to show your support. You can also use your favorite photo of campus, share a selfie, wear your Stetson swag or take a video with a friend who is also tipping their hat. Be sure to tag @stetsonu and @stetsonalumni on your social media post or stories so we can see and share it too!

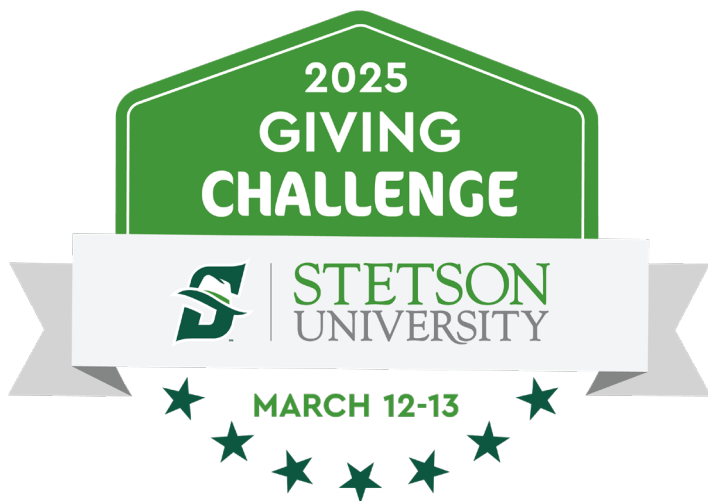


Visit givingchallenge.stetson.edu/info/downloads to find social media images you can use and more!

Tips and Tricks

- Post about how gifts will impact Stetson, share your favorite Stetson story and why funding is important
- Share a throwback photo
- Share about what previous gifts have done—new renovations, new programming, preserving campus, etc.
- A personal message—take a short video clip and share what that means to you and why you're Tipping Your Hat
- Thank others for tipping their hat and re-share their posts
- Make it easy! Re-share posts from Stetson's pages
- Tell your friends, family, classmates, Greek family, coaches to remind them to participate
- Share your favorite area to support and why
- Remember that gift of any size make a big impact
- Wear your Stetson swag. Like, share, comment, repost and have fun!





Are you up for the challenge?

@stetsonu

@stetsonalumni

386-822-7455

development@stetson.edu

givingchallenge.stetson.edu

