



# Get ready to **#UniteforUSD**

**USD's biggest online event!**

24 hours of *fundraising* to support the  
University of South Dakota.





# How to be a GIVING DAY champion



## GIVE

Make a gift in support of your favorite initiative(s).



## RECRUIT

Get just two fellow alumni, friends or family members to do the same!



## SHARE

Celebrate all things #UniteforUSD on your social networks.  
(Keep reading, more information on the next page!)





# “What can I do to help spread awareness of Unite for USD after I make my gift?”

We're glad you asked! Online sharing is statistically proven to elevate critical priorities like fundraising—that's where you come in. Here are few tips to get you started:

- FOLLOW THE SOCIAL CHANNELS LISTED ON PAGE 4
- GET ACTIVE ON SOCIAL BY POSTING, LIKING & SHARING CONTENT
- REACH OUT TO YOUR FRIENDS ON ALL SOCIAL PLATFORMS—  
TAG, YOU'RE “IT”



**ADD TO THE  
EXCITEMENT BY USING  
THESE HASHTAGS**

- » #UniteforUSD
- » #WeAreSouthDakota
- » #SupportYotes



# Social Media Channels

## USD Channels



/UniversityofSouthDakota



@USD



@USouthDakota



/university-of-south-dakota

## USD Alumni Channels



/alumni.usd



@USDalumni



@USDCoyoteAlumni



**CLICK THE ICONS TO VISIT  
THESE SOCIAL MEDIA  
PAGES RIGHT NOW!**





**COPY &  
PASTE**

the sample social  
media copy\*

OR

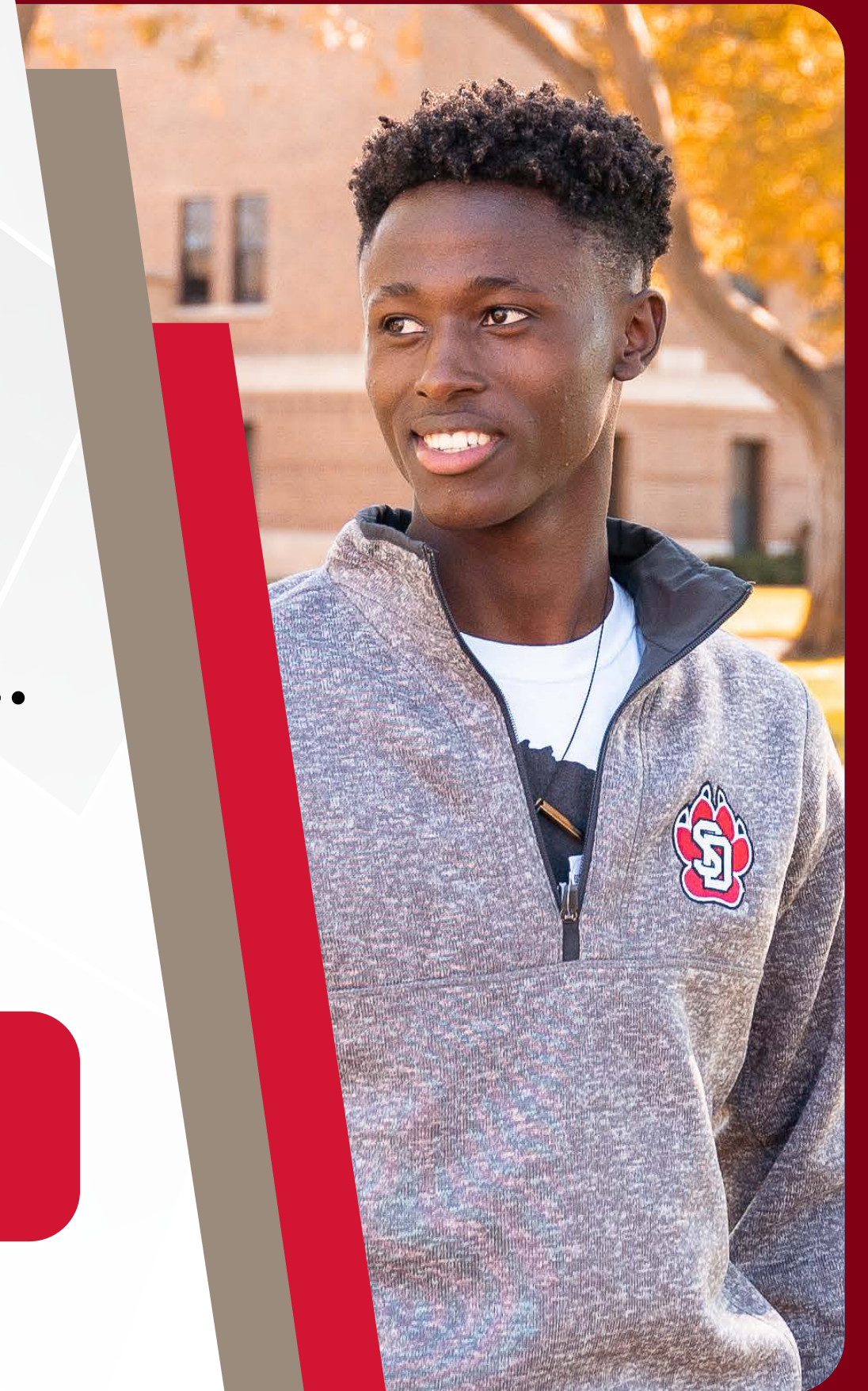
**MAKE IT  
YOUR OWN**

by finishing these  
prompts in your posts!

- My favorite USD memory was when...
- I just made my gift to [insert initiative name here] because...
- To me, USD means...
- Join me this #UniteforUSD in supporting...

**\*Click here to view the Social Media Guide**

**UNITE** *for* **USD**





# Example Posts





# Example Posts





# Questions?

We are happy to help!  
Reach out to us at  
[giving@uniteforusd.org](mailto:giving@uniteforusd.org)



**UNITE** *for* **USD**

