

Getready to #UniteforUSD

USD's biggest online event!

24 hours of *fun*draising to support the University of South Dakota.



How to be a GIVING DAY champion



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!)

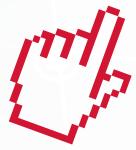


"What can I do to help spread awareness of Unite for USD after I make my gift?"

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*



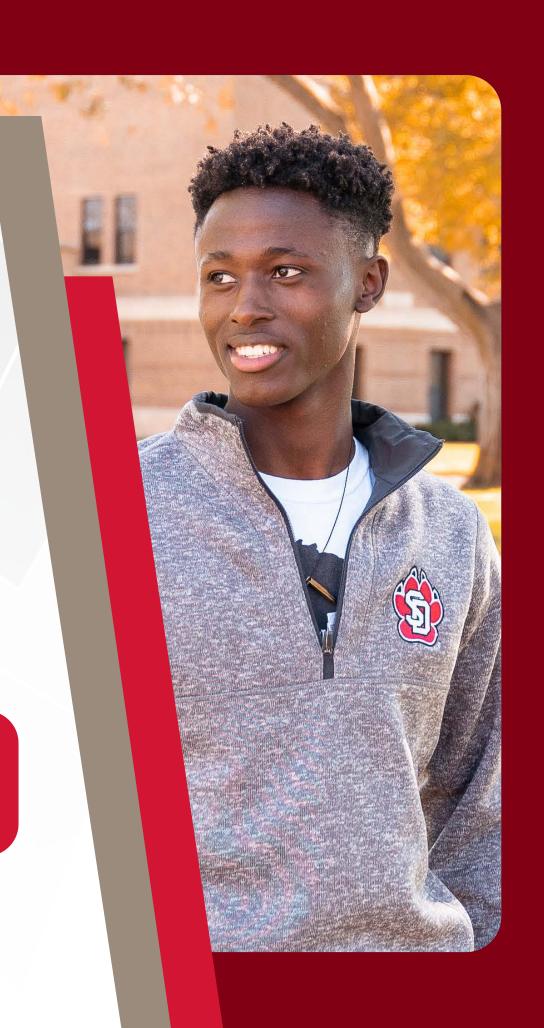
MAKE IT YOUR OWN

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





Example Posts



Jordan Decker @JD6Ope5 · Feb 18

There are some massive matches to unlock today and tomorrow! It all benefits students and athletes at @usd! Any donation small or large will go a long way. Takes five seconds to donate. Join me in #uniteforusd @USDalumni

#GoYotes





uniteforusd.org Unite for USD

Join me and give back!

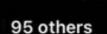




Liked by







krissibis Same porch. Same guy. Same Coyote spirit. #uniteforusd #coyotelegacy

. .

February 18

Example Posts



Andrea Cota Powell is with Elyce Yelk and 2 others at University of South Dakota.

February 19 · Vermillion · 25

USD has given me many great opportunities (including a job I love), memories (bringing a group of athletes to the beach for the first time), and brought some incredible people into my life (I can't name ALL of you)!! I came here for a graduate assistantship almost 8(!) years ago and won't be leaving anytime soon.

Join Sean and I in supporting the Legacy Scholarship fund for our future Coyotes! ## #uniteforusd #supportyotes #goyotes

Click here to support our future 'Yotes!... See more













TODAY IS THE DAY! Join me in celebrating all that the University of South Dakota has to offer by supporting our best and brightest initiatives! Drew Kramer and I have selected a few initiatives to support this year including:

- Mental Health
- Athletics
- Charlie's Cupboard ... See more



Questions?

We are happy to help!
Reach out to us at
giving@uniteforusd.org



