



**Falcon Giving Day ambassadors create awareness and inspire others to donate across the UT Permian Basin community and beyond. Anyone engaged with UTPB can be a Champion for Falcon Giving Day. As a Champion, you help spread the word and engage others by posting on your social networks Falcon Giving Day messaging and themes. Scroll down to find hashtags, photos, text, and other champion tools.**

#### **Promotional Posts:**

##### **March 30 – April 7**

- Mark your calendars! Falcon Giving Day, a 24-hour celebration of UTPB, is April 8, 2020. I will be giving back, and I hope you will join me! #FlyWithUs Visit [www.utpb.edu/givingday](http://www.utpb.edu/givingday)
- Join me in supporting UT Permian Basin on Falcon Giving Day. #FlyWithUs on April 8, 2020
- Will you give to support UT Permian Basin students on Falcon Giving Day, April 8? I am! #FlyWithUs and make a gift of any amount to the area of your choice on Falcon Giving Day 2020. [www.utpb.edu/givingday](http://www.utpb.edu/givingday)

#### **Promotional Day-of Event Posts:**

##### **April 8**

- Today UT Permian Basin launched Falcon Giving Day to give back to UTPB. I made a gift and hope you will join me! Visit [www.utpb.edu/givingday](http://www.utpb.edu/givingday) to #FlyWithUs
- Support Falcon Giving Day [www.utpb.edu/givingday](http://www.utpb.edu/givingday) #FlyWithUs
- Stop what you're doing and #FlyWithUs! Your gift of any size helps support current and future UT Permian Basin Students. Together we can make a difference on Falcon Giving Day. [www.utpb.edu/givingday](http://www.utpb.edu/givingday)

#### **Instagram Promotional Posts:**

##### **March 30 – April 7; will have to paste link in bio: [www.utpb.edu/givingday](http://www.utpb.edu/givingday)**

- Mark your calendars! Falcon Giving Day, a 24-hour celebration of UTPB, is April 8, 2020. I will be giving back, and I hope you will join me! #FlyWithUs click the link in my bio
- Join me in supporting UT Permian Basin on Falcon Giving Day. #FlyWithUs on April 8, 2020

- Where will you give to support UT Permian Basin students on Falcon Giving Day, April 8? I plan to give to. #FlyWithUs and make a gift of any amount to the area of your choice on Falcon Giving Day 2020. Link in bio

### Instagram Day-of Event Posts:

April 8<sup>th</sup>; will have to paste link in bio: [www.utpb.edu/givingday](http://www.utpb.edu/givingday)

- Today UT Permian Basin launched Falcon Giving Day to give back to UTPB. I made a gift and hope you will join me! Click the link in my bio to #FlyWithUs
- Support Falcon Giving Day by clicking the link in my bio #FlyWithUs
- Stop what you're doing and #FlyWithUs! Your gift of any size helps support current and future UT Permian Basin Students. Together we can make a difference on Falcon Giving Day. Link in Bio

### Helpful Hints:

- Make sure to follow our social media accounts
- Share/retweet Falcon Giving Day content from us and others
- Change your social media profile photos
- Use these approved Hashtags:
  - #FlyWithUs
  - #utpb
  - #utpbalumni
  - #FalconGivingDay
  - #FalconsUp
  - #FalconNation

