

Partners in Giving Social Media Toolkit part 2: Final week of active campaign in 2021-22!

Sample social media posts for 11/23/2021 (one week to go)

Twitter

With a week to go in the active Partners in Giving campaign, @UWMadison employees are just behind last year's pace of raising more than \$1.2 million for many important causes.

Contributions of any size will make an impact in the lives of others. #WiGives

<https://giving.wi.gov/>

LinkedIn/Facebook

Thanks to the generosity of [University of Wisconsin-Madison](#) employees, we are nearly on pace to match last year's total of more than \$1.2 million given to charitable causes through Partners in Giving.

The active campaign runs through Tuesday, November 30. Donations of any size can make an impact in others' lives. [#WiGives](#)

<https://giving.wi.gov/>

Sample social media posts for 11/30/2021 (last day)

Last day of active campaign

Make an impact! #UWMadison [*or @UWMadison, @YourUnitHandle, etc.*] employees are helping support hundreds of organizations doing great work through Partners in Giving—and the active campaign ends today. Any amount helps! [#WiGives](#)

<https://giving.wi.gov/>

Additional sample social media posts for the final week

Video: Why we give, part 1

Since Oct. 11, generous [#UWMadison](#), [@UWHealth](#) and State employees have raised more than \$1.2 million for important causes through Partners in Giving. Here are a few reasons why.

Find out more: <https://giving.wi.gov/>. [#WiGives](#)

<https://youtu.be/hTrlrzc9dh4>

Video: First Wave students

Through Partners in Giving, [@UWMadison](#), [@UWHealth](#) and State employees support a variety of important charitable causes. Watch this inspiring video created by [@omaifirstwave](#) Touring Ensemble students, and find out more at <https://giving.wi.gov> #WIGives
<https://youtu.be/MQnhAehS3Tg>

Video: Co-chairs

Since Oct. 11, generous [#UWMadison](#), [@UWHealth](#) and State employees have raised more than \$1.2 million for important causes through Partners in Giving. Our co-chairs explain the program in the video below. Find out more: <https://giving.wi.gov> #WIGives
<https://youtu.be/sE2XGkMftOw>

General posts

At [@UWMadison](#), our culture of generosity and service endures through good times and bad. State, UW, and [@UWHealth](#) employees are making an impact [*in others' lives/on the planet/for others/etc.*] through Partners in Giving. #WIGives
<https://giving.wi.gov>

The Partners in Giving campaign for State of Wisconsin, [@UWMadison](#) and [@UWHealth](#) employees supports more than 500 local, state, national and international organizations. Last year alone it raised more than \$2.1 million. #WIGives
<https://giving.wi.gov>

Since 1973, State, [@UWMadison](#) and [@UWHealth](#) employees have contributed \$83+ million through Partners in Giving.

The campaign, which ends Nov. 30, will make an impact for more than 500 local, state, national and international organizations. #WIGives
<https://giving.wi.gov>

State/UW/UW Health employees can make an impact—at the local, state, national, or worldwide level—through [#PartnersInGiving](#) at <http://giving.wi.gov>. #WIGives

More info

- Full UW–Madison toolkit (including images): <https://go.wisc.edu/ping-toolkit-2021>
- Statewide marketing materials are here: <https://giving.wi.gov/content-to-share/>

Questions? Contact [Jason Gohlke](#) or [Gianna Taylor](#).