

Toolkit: Partners in Giving campaign

Jason Gohlke <jason.gohlke@wisc.edu>

Mon 10/11/2021 3:12 PM

To: communicators@lists.wisc.edu <communicators@lists.wisc.edu>;social-media@lists.wisc.edu <social-media@lists.wisc.edu>

Bcc: Gianna Taylor <gianna.taylor@wisc.edu>

 1 attachments (20 KB)

Partners in Giving 2021-22 Social Media Toolkit.docx;

Hi all:

In addition to being Indigenous Peoples Day (and a day full of other big news), today is [the first day of the Partners in Giving campaign](#). Through Partners in Giving, state and UW employees support worthy causes with impact that ranges from local to global. The active portion of the campaign runs from today until November 30.

Please help spread the word on your social media and employee-facing channels (intranet, employee newsletters, and so on). For public social media posts, please use & follow [#WIGives](#).

A toolkit is attached; the full toolkit, including images, is at <https://go.wisc.edu/ping-toolkit-2021>.

More information: Since 1973, UW–Madison, UW Health, and state employees have joined together in the Partners in Giving campaign, also known as the State, University, and UW Health Employees Combined Campaign of Dane County, to contribute more than \$83 million to hundreds of groups that do critical work for community health, social justice, environmental protection, hunger relief, and more.

Last year was an unusual year in that the campaign was conducted entirely online thanks to the pandemic; this year it will still be primarily online. While we didn't match the \$2.5 million raised in 2019-20 (including \$1.3 M from UW–Madison), 2020-21's \$2.1 M (\$1.2 M from UW) was an impressive total given the pandemic.

I hope we can exceed \$1.3 M here at UW–Madison this year — and that's where the University Campaign Coordinating Committee (and its Communications Subcommittee) could use your help in getting the message out!

Thanks, and please let me know if you have questions or would like to get more involved.

Best,
Jason

Jason Gohlke

Strategic Communications Specialist

University Communications

University of Wisconsin–Madison

608-262-5680

jason.gohlke@wisc.edu

he/him/his

Partners in Giving 2021-22 Social Media Toolkit

What: **Partners in Giving** (<https://giving.wi.gov/>), aka PinG, aka the State, University, and UW Health Employees Combined Campaign of Dane County

When: **October 11 to November 30** (active campaign; all contributions through May 15, 2022 count toward this year's campaign)

Who: UW–Madison, UW Health, and State employees in Dane County

Why: <https://giving.wi.gov/why-donate-2/>

How: <https://giving.wi.gov/options-for-giving/>

2021-22 campaign information

- **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/>
- This year's campaign theme is "Make an Impact"
- Since 1973, UW–Madison, UW Health, and state employees have joined together to support hundreds of local, state, national and international organizations through the Partners in Giving Campaign—contributing more than \$83 million in that time
- In 2020-21, despite the pandemic, we collectively raised more than \$2.1 million for more than 500 groups that do critical work for community health, social justice, environmental protection, hunger relief, and more
- As in 2020-21, the campaign is primarily online again this year; employee gifts, at whatever level possible, are needed as much as ever
- Hashtag: **#WIGives** (OK to also use #PartnersInGiving if space allows)

Sample social media posts for campus units (or individuals)

Twitter

Launch, 10/11:

The Partners in Giving campaign for State of Wisconsin, [@UWMadison](#) and [@UWHealth](#) employees launches today! Supporting 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 starts today, will make an impact for more than 500 local, state, national and international organizations. [#WIGives](#)
<https://giving.wi.gov>

Launch, week of 10/11:

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

Other suggested tweets:

The enduring culture of generosity and service at [@UWMadison](#) is irrepressible, even during a pandemic. 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>

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](#)

Last day of active campaign (11/30/21):

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/>

For Facebook/LinkedIn/Instagram, simply modify the tag format.

We need your “Why I Give” stories!

Communicators, please encourage your colleagues to share their “Why I Give” stories with the Partners in Giving (or [share your own](#)). Individuals’ stories about causes that are important to them resonate and boost the campaign overall. It just takes:

- A photo of the employee and their story in 50-100 words, **OR**
- A short video (ideally 1 minute or less) in which they talk about why they give

Consider sharing this appeal for “Why I Give” stories in internal-facing communications: Intranets, employee e-newsletters, flyers, individual emails, etc. Find more info, including handouts and slides, in the [full toolkit](#).

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