



Milligan University Day of Giving - Toolkit

Milligan University Day of Giving 2026

- **Date:** Thursday, April 16, 2026
- **Goal:** 416 donors
- **Website:** milligan.edu/dayofgiving

Purpose of Day of Giving

Milligan's Day of Giving is a day of philanthropy where alumni, faculty, staff, students, and friends come together to support the university. Contributions help fund scholarships, academic programs, student life, and other vital initiatives that help Milligan fulfill its mission of honoring God by educating men and women to be servant-leaders. Every gift, no matter the size, makes a lasting impact on our students and the future of Milligan.

Hashtags

Use #**MilliganGivingDay26** across all social media platforms to drive engagement and track participation.

Important Dates & Actions

1. March 16 (1 Month Out)

- Announce Milligan Day of Giving on your social media channels and share posts from Milligan University.
- Become an advocate on **GiveCampus**, our Day of Giving platform (details below).
- Email friends, family, and networks asking them to join you in supporting Milligan on our Day of Giving.
- Participate in challenges (such as the coloring contest for alumni kids) and share the excitement.

2. April 9 (One Week Out)

- Update your profile and cover photos on Facebook, Twitter, and Instagram to promote Day of Giving.
- Share the official Day of Giving event from Milligan University's Facebook page.
- Post reminders and use pre-event content to keep the buzz going.



3. April 16 (Day of Giving)

- Visit milligan.edu/dayofgiving to take part in the celebration and make a gift (no matter the amount).
- Share posts throughout the day using **#MilliganGivingDay26** and encourage others to participate.
- Post a selfie or tell your Milligan story using the official hashtag.
- Record and share an advocate video on your GiveCampus account, explaining why Milligan is important to you.

4. April 17 (Post-Event)

- Thank your followers and everyone who contributed to Milligan Day of Giving. Celebrate reaching the goal of 416 participants!
- Share the impact of the day – provide updates on how support will benefit students.
- Acknowledge any milestones, like surpassing the 415-donor goal!

Become an Advocate and Lead the Charge

Create a GiveCampus Account

Sign up or log in to **GiveCampus** (<https://www.givecampus.com/schools/MilliganUniversity/login>). This allows others to track your efforts and celebrate your success. When you're logged in, we can track the impact of your outreach!

Lead by Example 📺

Start by taking part yourself. It's easier to inspire others when you lead the way and show your commitment to Milligan. Make your gift early or the day of.

Spread the Word 📧

Use the sharing buttons on the campaign page to generate your **unique personal link**. Share it via social media, email, text message, and more. When someone takes part through your link, we can track your outreach and celebrate the difference you made.

Once your link has been clicked three times, you'll be able to track how your efforts are driving participation!



Offer a Challenge

If you're looking to make an even bigger impact, consider offering a **match** or **challenge** to encourage others to take part.

- **Match:** Commit to matching every action made by others, up to a certain amount.
- **Challenge:** Set a goal and offer to contribute once a specific number of participants join in.

You can even make your challenge exclusive to specific groups, such as your class year.

Share Your Story 🎬

A quick, personal video can inspire others to get involved! Record a short 30-second video telling why Milligan matters to you and encourage others to participate.



Sample Social Media Posts

***Make these posts your own! Be authentically YOU! Below are examples to help you get started!**

Pre-Event

- **Twitter/Facebook:** "Milligan's Day of Giving is April 16! Together, we can make a big difference. Help us reach our goal of 416 participants! milligan.edu/dayofgiving #MilliganGivingDay26"

Day-of Event

- **Twitter/Facebook:** "It's Milligan's Day of Giving! Every act of support helps our students and campus grow. Let's reach 416 participants today! #MilliganGivingDay26 milligan.edu/dayofgiving"
- **Instagram:** Post a selfie or Milligan-related photo, using #MilliganGivingDay26 and encouraging your followers to participate. Share your personal connection to Milligan to inspire others.

Post-Event

- **Twitter/Facebook:** "A huge thank you to everyone who made Milligan Day of Giving 2026 a success. Together, we reached our goal of 416 participants! #MilliganGivingDay26"

Engagement Tips

- **Re-share posts** from Milligan University's social media accounts to maximize visibility.
- **Tag your friends** and encourage them to join you in supporting Milligan.
- **Share why Milligan matters to you**, whether it's a personal story or the broader impact the university has on students and the community.
- **Use your Facebook/Instagram stories!** Post on your Facebook and Instagram stories throughout the day to reach a wider audience and boost participation.
- **Give shout-outs:** Recognize participants by tagging them in your posts to show your appreciation.



Promo Photos

