

UMASS LOWELL 6TH ANNUAL



SIX YEARS RUNNING AND READY TO EMPOWER MORE!

OVERVIEW

The UMass Lowell community has rallied around our students for the past six Days of Giving. We are calling on our students, faculty, staff, alumni, and friends to make this year the largest display of UML pride. Our focus is clear - empowering UML students to succeed on the path to graduation.

AREAS OF SUPPORT

Support an area of campus that means the most to you (college, academic program, student club) or one of our featured impact areas:

- **Career-Connected Experiences:** Help students prepare for successful careers by supporting the Chancellor Julie Chen Fund for Student Success.
- **Scholarships:** Assist with student financial challenges.
- **Food and Housing Insecurity:** Help meet basic needs.
- **Student Mental Health & Wellness:** Provide resources and support to create a culture of well-being for our students.
- **Student-Athletes:** Sustain success on and off the field.

CHANCELLOR'S CHALLENGE

Our Chancellor Julie Chen and her partner, Susu Wong, have generously offered \$100,000 in challenge funds to inspire the university community to come together!

If we reach our donor goal of 2,400 donors, UMass Lowell will receive \$60,000. The remaining \$40,000 will be awarded to the top 10 areas of campus that secure the most donors with each being awarded \$4,000!



BECOME AN ADVOCATE!

Want to make more of an impact? Share your message with your friends, family, and River Hawk classmates! Encourage them to support their favorite impact area!



Visit uml.edu/umlgives and click Sign Up.

Create an account and look for an email from GiveCampus. Already have a GiveCampus account? Use it across institutions and campaigns.



Make your own gift at uml.edu/umlgives

It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!



Offer up a match or challenge to expand the impact of your gift.

Consider raising the stakes with a challenge by your class year, affiliation, or even a group of friends.

TAG & FOLLOW US



@umasslowell
@umlalumni



@UMass Lowell
@UMass Lowell Alumni



@UMassLowell



@University of
Massachusetts Lowell

SOCIAL MEDIA IMAGES - CLICK TO DOWNLOAD:



[INSTAGRAM](#)
[INSTAGRAM STORY](#)
[FACEBOOK](#)
[LINKEDIN](#)
[TWITTER](#)



[INSTAGRAM](#)
[INSTAGRAM STORY](#)
[FACEBOOK](#)
[LINKEDIN](#)
[TWITTER](#)



[INSTAGRAM](#)
[INSTAGRAM STORY](#)
[FACEBOOK](#)
[LINKEDIN](#)
[TWITTER](#)



[INSTAGRAM](#)
[FACEBOOK](#)
[LINKEDIN](#)
[TWITTER](#)

IMPACT AREA GRAPHICS



[ATHLETICS](#)



[CAREER CONNECTED
EXPERIENCES](#)



[FOOD & HOUSING](#)



[MENTAL HEALTH &
WELL - BEING](#)

[CHECK OUT OUR
ZOOM BACKGROUND
AND PRINTABLE
"I SUPPORT
SIGN](#)



[SCHOLARSHIPS](#)



SAMPLE SOCIAL MEDIA MESSAGES:

General Support

Text Message/ Direct Message

- Today I am supporting UMass Lowell's Days of Giving. Will you support them too? (*link to donate*)
- Hey, [*person's name*]! Happy Days of Giving! Today I'm celebrating by giving to UMass Lowell. Would you consider joining me and making a gift? [*insert unique URL*]

Social Media

- Don't miss your chance to be counted and give back to what you love about UMass Lowell! #UMLGives
- Don't miss your chance to be counted and give back to what you love about UMass Lowell! #UMLGives
- Have you made your gift today? #UMLGives
- I gave to UMass Lowell for Days of Giving! Now it is your turn to show your River Hawk pride. Your donation today helps empower the future of our @umasslowell students. Donate to any cause you are passionate about and make a positive impact. ♥ Donate here. #UMLGives

Email

Dear [*FIRST NAME*],

Today we celebrate UMass Lowell Days of Giving, and I'm asking you to join me in supporting the area of the university that means the most to you. We need all River Hawks to help us reach an ambitious goal of 2,400 donors in just 48 hours.

We want to show the world the strength of the River Hawks network when we come together to support our institution's mission!

Please join me in making a gift of any amount and share the day on your social media platforms using the #UMLGives hashtag.

[*Your Name, Class of XXXXX*]

Impact Area Champion

Text Message/ Direct Message

- Today I am supporting UMass Lowell's Days of Giving. I gave to (*insert the fund*), will you support them too? (*link to donate*)
- Hey, [*person's name*]! Happy Days of Giving! Today I'm celebrating by giving to (*insert impact area*). Would you consider joining me and making a gift? [*insert unique URL*]
- I gave to [*Impact area*] for Days of Giving! Now it is your turn to show your River Hawk pride. Your donation today helps empower the future of our @umasslowell students. Donate to any cause you are passionate about and make a positive impact. ♥ Donate here.

Social Media – Include Graphics

I donated in support of [*fund or impact area that means the most to you*]. Join me in supporting UMass Lowell during our Days of Giving! #UMLGives

Email

Dear [*FIRST NAME*],

Today we celebrate UMass Lowell Days of Giving, and I'm asking you to join me in supporting the area of the university that means the most to you. We need all River Hawks to help us reach an ambitious goal of 2,400 donors in just 48 hours.

We want to show the world the strength of the River Hawks network when we come together to support our institution's mission!

Please join me in making a gift of any amount and share the day on your social media platforms using the #UMLGives hashtag.

I donated to (*insert fund/impact area*) which will help (*insert impact reason*). I hope you will join me!

[*Your Name, Class of XXXXX*]