

Logger Day Challenge – Come Together for 2022 Class Agent Toolkit

March 8th is Puget Sound's fifth annual Logger Day Challenge! Last year more than 1,700 alumni, parents, students, and friends rose to the challenge, helping raise over \$350,000 that benefitted every aspect of the university.

HOW CAN ALUMNI COUNCIL VOLUNTEERS SUPPORT LOGGER DAY CHALLENGE?

- **Mark your calendars for March 8!** Share the date with fellow Loggers and encourage them to follow along at www.pugetsound.edu/loggerdaychallenge
- **Sign-up as an Advocate!** Visit www.givecampus.com , search University of Puget Sound in the search field, click on our logo, and follow the prompts to sign-up as an advocate. If you've done this in previous years, then you don't need to do so again.
- **Join a virtual training!** Trainings are 30 minutes long and help you to connect with other alumni while learning about Logger Day Challenge events. Join a Zoom training at the dates & times below (click link to join training). All trainings are Pacific Standard Time.
 - [February 21 @ 9:00 am](#)
 - [February 22 @ 5:00 pm](#)
 - [February 23 @ 12:00 pm](#)
 - [February 24 @ 10:00 am](#)
 - [February 25 @ 12:00 pm](#)
- **Familiarize yourself with GiveCampus.** Familiarize yourself with the giving platform in [GiveCampus](#) (specifically the Advocates tab).
- **Start spreading the word!** Use the email templates in [GiveCampus](#) to send a "One Week Away" reminder to your fellow Loggers. Post on Social Media to start building energy for the day.

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- **Get Loud!** Use [email templates](#) on the big day to reach your contacts in GiveCampus.

- **Make a gift!** Consider using your gift for Logger Day Challenge to inspire other Loggers to donate. If you have any questions on leveraging a match or challenge, contact Abbie Lacsina, Director of Annual Giving, at 253.879.3502 or alacsina@pugetsound.edu.

- **Participate online!**
 - *Join a virtual event.* Visit pugetsound.edu/loggerdaychallenge for a regularly updated list of virtual engagements.

 - *Create content for social media.* Be sure to tag @univpugetsound and #loggerdaychallenge.
 - Visit the [online archives](#) for historical photos to download and share.
 - Visit the [online yearbooks](#) to find photos of classmates and events.
 - Use [Logger Day Challenge badges and branded graphics](#) as cover photos, profile photos, and posts.
 - Make a video! Tell your community why you believe in Puget Sound and why they should, too!
 - Tweet your thesis theme in 160 characters or less on Twitter and hashtag #whatsmythesis and #loggerdaychallenge. Tag other Loggers, too, and encourage them to join you. Most clever tweet will earn a prize!

 - *Help us beat the algorithm.* Like and share all of the university's posted social content. Colleagues will be posting on Twitter, Instagram, Facebook and LinkedIn before and during Logger Day Challenge.