Logger Day Challenge – Come Together for 2022
Parents & Families Council 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 PARENTS & FAMILIES 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](http://www.pugetsound.edu/loggerdaychallenge)
- **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.
- **Sign-up as an Advocate!** Visit [www.givecampus.com](http://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.
- **Join a virtual training!** Trainings are 30 minutes long and help you to connect with other Logger families 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 23 @ 4:30 pm *(Parents & Families Only!)*
  - February 24 @ 10:00 am
  - February 25 @ 12:00 pm
- **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](http://www.pugetsound.edu/loggerdaychallenge) for historical photos to download and share.
- 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!
  - 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.