



MARCH 7, 2023
UNIVERSITY OF PUGET SOUND

LOGGERS ARE CHANGE-MAKERS!

VOLUNTEER TOOLKIT 2023

1,350 DONORS IN 36 HOURS. For 135 years, Puget Sound has produced Loggers who are change-makers. Loggers who study, research, and challenge; who advance, uncover, and envision; who have an impact well beyond their classroom, campus, and generation. Loggers are change-makers well beyond their time at Puget Sound, but for many, their time on campus is the foundation for that impact and we need your help to keep that foundation strong for this year's Loggers. On March 7, 2023, Loggers will come together for Logger Day Challenge, Puget Sound's annual one-day giving event. Last year, 1,679 alumni, students, parents, and friends rose to the challenge, raising \$488,985 to fund scholarships, faculty support, and more.

This year, we want to take the day *To The Heights!* Our goal: 1,350 donors. Be a change-maker by helping this year's Logger Day Challenge succeed.

YOUR ROLE IS SIMPLE!

1. Make your gift: pugetsound.edu/loggerdaychallenge.
2. Ask 10 friends, classmates, teammates, and/or fellow parents to join you in making their gifts. Mail postcards. Make phone calls. Send emails.
3. Share your Logger pride! Spread the word on social media! Download and share graphics: pugetsound.edu/loggerdaychallenge. Share stories from the university social media accounts (@univpugetsound). Create your own content. Make your profiles public on March 7 and tag posts with #LoggerDayChallenge.
4. Wherever you are in the world, don your Logger gear on March 7 and build spirit in your local community!

Social Media

In advance of and throughout the day, we will be posting challenges and sharing stories from campus on the university's social media accounts (@univpugetsound). You can help by sharing this content with your networks using #LoggerDayChallenge. You can also create content that will inspire others!

- Create your own challenge—offer to match any gifts made by classmates in your Greek house, athletic team, or class!
- Record and post a short video sharing why you support Puget Sound.
- Host a virtual reunion on your class Facebook page. Share photos and find out what your classmates are up to today. To find your page, search "Puget Sound Class of XXXX" on Facebook.

Sample posts to share:

Start your day off right. Make your gift to #LoggerDayChallenge!

I made my #LoggerDayChallenge gift in honor of Professor/Coach/Staff Member _____.

What was most meaningful about your (or your student's) Puget Sound experience? Make a gift during #LoggerDayChallenge and ensure extraordinary experiences are possible for future Loggers!

Share your Puget Sound pride. Join me in making a gift as part of #LoggerDayChallenge!

I give because _____. #LoggerDayChallenge

*I'm proud to support Puget Sound!
#LoggerDayChallenge*

Remember to include the Logger Day Challenge website address in your posts to make it easier for others to click and give: pugetsound.edu/loggerdaychallenge.

Download social media graphics at pugetsound.edu/loggerdaychallenge.

PROFILE OR STORY ICONS



PLEASE NOTE THERE ARE GREEN + GOLD ALUMNI OPTIONS

FB PROFILE COVER PHOTO



FB EVENT COVER PHOTO



PLEASE NOTE THE PHOTO DIMENSIONS DIFFER BETWEEN PROFILE AND EVENT COVER PHOTOS



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Email and Mail

Personalized emails or notes are a great way to share why you are supporting Puget Sound during Logger Day Challenge and to encourage your peers to make gifts that are meaningful to them. Here is a message you can personalize and send.

Hi,

You can help support Loggers being change-makers when you make a gift during the Logger Day Challenge.

There are so many reasons to give:

- *You've seen the impact Loggers have on their communities and the world.*
- *You or your child/student had a transformative experience.*
- *You made lasting friendships.*
- *You met a professor/staff member who changed your life.*
- *We're celebrating our reunion in June!*
- *Your teammates became lifelong friends.*
- *You want to support critical financial aid for current Loggers.*

*((Share **YOUR** Puget Sound story or an anecdote that members of your class or team will remember.))*

No matter what your reason for giving, your support, combined with the support of others on this special day, makes an extraordinary impact on campus—you are changing lives. Visit pugetsound.edu/loggerdaychallenge to make your gift on March 7. And when you do, download and share your "I gave" badge on social media.

*Always a Logger,
Your name 'YY*