



**MARCH 5, 2024**  
UNIVERSITY OF PUGET SOUND

## ADVOCATE TOOLKIT

**1,360 DONORS IN 24 HOURS.** For 136 years, Puget Sound has produced Loggers who have an impact well beyond their time at Puget Sound. Whether giving back through volunteerism, investing in the future of environmental studies education, or forming lifelong connections, Puget Sound students, faculty, staff, and alumni are making a difference because of your support. On March 5, 2024, Loggers will come together for Logger Day Challenge, Puget Sound's annual one-day giving event. Last year, nearly 1,600 alumni, students, parents, and friends rose to the challenge, raising \$486,384 to fund scholarships, faculty support, and more.

This year, we want to take the day *To The Heights!* Our goal: 1,360 donors. Make a difference by helping this year's Logger Day Challenge succeed.

## YOUR ROLE IS SIMPLE!

1. Make your gift: [pugetsound.edu/loggerdaychallenge](https://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](https://pugetsound.edu/loggerdaychallenge). Share stories from the university social media accounts (@univpugetsound). Create your own content. Make your profiles public and tag posts with #Logger-DayChallenge. Be creative with the Grizz download and share on social media to inspire other Loggers to join the festivities.
4. Wherever you are in the world, don your Logger gear and build spirit in your local community! Share photos in your maroon and white to inspire others!



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## 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:

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

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*I made my #LoggerDayChallenge gift in honor of Professor/Coach/Staff Member \_\_\_\_\_.*

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*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!*

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

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*I give because \_\_\_\_\_. #LoggerDayChallenge*

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

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**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](https://pugetsound.edu/loggerdaychallenge).**

Download social media graphics at [pugetsound.edu/loggerdaychallenge](https://pugetsound.edu/loggerdaychallenge).

### PROFILE OR STORY ICONS



### 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 an example message but please personalize it and make it your own for the greatest impact!**

*Hi,*

*You can support Loggers making a difference when you give during 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](https://pugetsound.edu/loggerdaychallenge) to make your gift on March 5. And when you do, download and share your "I gave" badge on social media.*

*Always a Logger,  
Your name 'YY*