



MARCH 3, 2026
UNIVERSITY OF PUGET SOUND

ADVOCATE TOOLKIT

OUR GOAL: 1,400 DONORS IN 24 HOURS. For 138 years, since its founding within sight of the 14,000 foot summit of Mount Rainier, Puget Sound has offered a world-class education that empowers students to make their mark on campus. On March 3, 2026, Loggers will come together for our 9th annual Logger Day Challenge, Puget Sound's annual one-day giving event.

Last year, nearly 1,400 alumni, parents, faculty, staff, students, and friends of Puget Sound raised over \$300,000 to benefit every aspect of the university and the student experience. From the classroom to lifelong friendships to life-changing opportunities, you make every Logger story possible with your support. This year, we want to take the day To The Heights!

You can be the catalyst for collective action across the Logger community. Help us inspire our community to work together to make this year's Logger Day Challenge a success!

HOW YOU CAN HELP

1. Make your gift at pugetsound.edu/loggerdaychallenge and leverage it as a Match or Challenge to inspire others.
2. Sign up to be a formal Advocate on the [Logger Day Challenge](https://pugetsound.edu/loggerdaychallenge) site.
3. Reach out to 10 (or more) fellow Loggers to join you in celebrating Puget Sound and making a gift. Mail postcards. Make phone calls. Send emails. The most impactful outreach is 1:1 communication!
4. Share your Logger pride! Spread the word on social media!
5. Wherever you are in the world, don your [Logger gear](#) and build spirit in your local community!

HOW TO BECOME AN ADVOCATE

On our Logger Day Challenge platform: GiveCampus

1. Visit the Logger Day Challenge 2026 campaign page at pugetsound.edu/loggerdaychallenge.
2. Select the “Become an Advocate” button.
3. Choose either “Sign Up” to be an Advocate or “Login” to your Advocate portal.
4. Create or login to your GiveCampus account.
5. If you’ve just created an account, you will receive an email asking you to confirm your account, please do so!
6. Once you’re signed in, a pop-up will appear that says “share with your network” - use the “copy” button to copy your unique shareable link or click one of the social media buttons to open a social post directly.
7. Lastly, share that link with family, friends, peers, and anyone else to invite them to participate in Logger Day Challenge!

Your unique link will track the dollars and donors your advocacy inspires!



Campaign goes live in
26:08:07:38
DAYS HOURS MINUTES SECONDS

Make Your Gift Early

Offer a Match

Offer a Challenge

Become An Advocate

f Share

X Post

in Share

🔗 Copy to Share

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](https://twitter.com/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 year!
- 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.
 - Tip: To find your page, search "Puget Sound Class of XXXX" on Facebook!
- Share photos of you in your maroon and white to inspire others!
- Download and share graphics (pugetsound.edu/loggerdaychallenge).
 - See a sneak peek on the next page!
- Be creative with the [Grizz download!](#) What adventures is he going on with you?

POST IDEAS:

Mark your calendars: #LoggerDayChallenge is on March 3! ONE day to show the world what Loggers can do, TOGETHER!

On #LoggerDayChallenge, March 3, I'm making a gift to your chosen fund! Will you join me?

I give because _____. #LoggerDayChallenge

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

It's #LoggerDayChallenge! One gift can make all the difference. Will you join me in supporting Puget Sound?

*It's go time!! Join me TODAY as we celebrate the BEST of Puget Sound! Your gift can make all the difference!
#LoggerDayChallenge*

Happy #LoggerDayChallenge! Can I count on you to make a gift today and help take us To The Heights?

What was most meaningful about your/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 made my #LoggerDayChallenge gift in honor of Professor/Coach/Staff Member/Student ____!

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

Hashtag: #LoggerDayChallenge, #universityofpugetsound

Tags: @univpugetsound, @psloggers

Emojis: 

DOWNLOAD GRAPHICS

Find graphics formatted for Instagram, Facebook, X, and all your other social media accounts at pugetsound.edu/loggerdaychallenge.

PROFILE OR STORY ICONS



FB PROFILE COVER PHOTO



FB EVENT COVER PHOTO



STICKERS



EMAIL AND MAIL

If you have a bit more time, 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 [recipient],

Today I'm supporting Puget Sound and I invite you to join me in making a difference for current students by participating in Logger Day Challenge.

There are so many reasons I give:

- I've seen the impact Loggers have on their communities and the world.
- I [or my child/student] had a transformative experience.
- I made life-long friendships.
- I met a professor/staff member who changed my life.
- We're celebrating our reunion in June.
- Our teammates became friends for life.
- I want to support critical financial aid for current Loggers.

[Share **YOUR** Puget Sound story as an anecdote that members of your class or team will remember.]

No matter what your reason for giving is, your support, combined with the support of others on this special day, makes an extraordinary impact on and off campus —you are changing lives.

Visit pugetsound.edu/loggerdaychallenge to make your gift on March 3. After you do, download and share your "I gave" badge on social media to show off your support!

Always a Logger
[Your name, 'YY]

THANK YOU!!

We want to say how much it means to us that you are taking the time to support our Logger students and the entire Puget Sound community. We are always so excited for Logger Day Challenge, and every year the Logger community shows up and makes it more than we could hope for. Every post, video, like, comment, and share shows just how invested the Logger community is in Puget Sound. This effort not only serves as a day of togetherness but also as a meaningful opportunity to raise support for all aspects of Puget Sound that enable us to provide the highest caliber education and experience for current and future Loggers. Thank you so much for supporting our students, community, and mission. Once a Logger, always a Logger!