



Are you up for the Challenge?

Wednesday, October 25 at 7 a.m. through
Thursday, October 26 at 2:06 p.m.

2023 TEAM TOOLKIT

The TOOLKIT is the resource you need to reach your GOALS! Please take time to familiarize yourself with dates, events, and communications that were built with you in mind. Your 1866 team has the ability to reach your goals, especially when following our tips, tricks, and workshops that are here to elevate your efforts!

The Basics

GOAL: Encourage people to GIVE to what they love at KU!

Donors can give through an online giving platform, by phone, by check/cash donations received in-person and by mail (on the designated dates).

TARGET AUDIENCE:

Alumni, students, faculty, staff, parents, former coaches, teachers, mentors and friends.

EVERYONE in the KU COMMUNITY and beyond!

WEBSITE: kuf.org/1866

HASHTAG: #1866Challenge

CONTACTS: Tiffany Brandt-Thomas Director of Philanthropy

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Important details

1866 TEAMS: We call this a team because one person cannot do it alone! If you are a student-run organization, your members should become fundraisers too! Faculty program and participating departments, get your students involved! Athletic teams have built-in fundraisers, as well! You all have a network that can get involved!

TEAM CAPTAIN: This is the person taking the initiative to create and lead the team - faculty, staff, student officer of a club, or athletic coach. Thank you for your leadership...it is going to make all the difference!

ALUM CO-CAPTAIN: NEW this year! We want every team and its captain to have extra support leading up to and on the day of the event. Alumni co-captains are folks interested in posting and reposting on social media, reaching out to other alumni in their circles and getting more involved in KU's culture of philanthropy! Finding trouble connecting with an alum? The KU Foundation is here to help with one of us assigned to your team to support you along the way!

INCENTIVES:

Dates and deadlines

- AUGUST 22: Welcome Back to KU Faculty and Staff
- Build your case-for-support and [complete your participation form](#) for 1866...[reach out](#) if you want to meet with me to brainstorm!
- SEPTEMBER 5: [Register](#) for Zoom Workshop: Building your Case for Support
- SEPTEMBER 7: 4pm – 7pm, Visit us as at the Involvement Fair to learn how to fundraise
- SEPTEMBER 19: 11am-12pm, **Zoom Workshop #1:** Building your Case for Support
- SEPTEMBER 26: 11 am-12pm **Rock and Talk on the KUF Porch – Wiesenberger Alumni House!** Enjoy snacks and lemonade while getting answers to your questions.
- [Register](#) for Zoom Workshop #2: Becoming a Fundraiser in Classy
- SEPTEMBER 29: Case-for-support is DUE **anything received after this date is NOT guaranteed a social media post by KUF. We want to support all teams but need prep time in order to do so!*
- OCTOBER 3: 11am-12pm, **Zoom Workshop #2:** Becoming a Fundraiser in Classy
- OCTOBER 6: **FINAL CALL for ALL materials**
- OCTOBER 10: [Register](#) for LIVE Workshop #3 – Communication tips and building hype for support!
- OCTOBER 16: 5 pm **LIVE Workshop #3** - Communication tips and building hype for support!
- OCTOBER 24: Post the hype! Get the word out on Social media, email, text or phone call!
- OCTOBER 25 and 26: 1866 Minute Giving Challenge! (see social media templates and tips below)

TEAM Classy Page

***NEW this year-** teams with completed registration by **Sept 29** will be included in our promo posts and communications to alumni! **Get your materials in ASAP for this great opportunity.**

Please submit photos and a logo that represents your fundraising team! You can also include a short 30-45 second video. Zoom workshops offer recommendations on how to build a successful campaign – [join on Sept 19 at 11am](#). Ask us questions about this topic during the Q/A portion of the call.

To reach the Sept 29 deadline for photo/logo/video, please follow these helpful hints:

PHOTO or LOGO

- 1400 x 460 px jpg, png, gif Team Cover Photo or Logo
- 320 x 320 px jpg, png, gif Default Team Photo or Logo

VIDEO

- Campaign videos should run 30-45 seconds
(studies show that viewership declines after 45 seconds)
- ASK for gifts/donations directly and share how it will benefit your team
- Make the video personal and appeal to folks who feel connected to your cause!
- Be creative and be on point: Focus on your team's CASE FOR SUPPORT. And don't forget, ALL gifts make a difference!

It's important to note that this video does not need to be of professional grade/quality. Some of the most successful campaigns have a DIY campaign video made by volunteers with minimal editing experience.

KUF Social Media

We are happy to spread awareness about your campaign on social media. Tag us in your post so we can share. Follow us for the latest news, tools, and graphics to use for your campaign.

Need help with messaging? Here are a few copy and paste options for you to steal...feel free to personalize them, use your team's giving page url and pair with a [ready-made graphic!](#)

Suggested use 1 week prior to #1866Challenge

I plan to support KU for #1866Challenge on October 25 & 26. Join me! www.kuf.org/1866

Join us for the fifth annual #1866Challenge with me on October 25 & 26! Give to what you love at KU!

On Oct 25 & 26, every gift makes a difference! The 1866 Minute Giving Challenge is a spirited way for our KU Community to make a difference together! Support KU teams, clubs and organizations that want to enrich their experience in meaningful ways! www.kuf.org/1866

Suggested use DURING #1866Challenge

Everyone has something to give to the 1866 Minute Giving Challenge. Whether it's time, expertise, or a donation - Join the fun! Share our message and make a difference today! https://give.classy.org/KUF_1866

Today is #1866Challenge! One day for all KU Golden Bears to come together and give to what they love. https://give.classy.org/KUF_1866

It's KU's #1866Challenge. I made my gift. Did you? Show us how special KU Golden Bears really are, and show us your support for #1866Challenge at https://give.classy.org/KUF_1866

Learn how to make a difference at KU! Check out our fifth annual #1866Challenge and make it the best ever by making a gift that's meaningful to you! at https://give.classy.org/KUF_1866

Remember to use branded hashtags leading up to and during the giving challenge. KU Foundation posts fun promotions and event updates for the Challenge... follow us and share them with your friends and followers!

- Facebook: <https://www.facebook.com/KutztownUAlumni/>
- Instagram: @kutztownalumni
- Twitter: @KutztownAlumni
- Hashtags: #1866Challenge

Questions? 1866 Minute Giving Challenge COMM Hub: shurr@kuf.org

1866 Fast Facts

- Minimum gift is \$10.00.
- ANY gift received on the giving platform, by phone, made in person, or received in the mail on October 25 or 26th counts towards the 1866 Minute Giving Challenge!
- Making a gift on the fundraising page is easy. Gifts can be made through PayPal, Venmo, credit card, and other digital payment options.
- Donors can support one of the project participants (like you), or they can choose to support another fund or scholarship they love... One more option donors have is to support areas of greatest need through the KUF Annual Fund.
- Anyone who makes a gift of \$75 or more will receive KU-branded swag, which will be shipped directly to the donor by December 31.