

Welcome Chapter Leaders

January 2020



Our Roadmap

- Lookback on Day of the Badger 2019
- Sneak peek at 2020 plans
- Three action items for your chapter
- Best of 2019 examples
- Questions



TOTAL GIFTS: **5,061**
TOTAL DOLLARS: **\$1,863,080**

Highlights from 2019

- Gifts from every state and four continents
- Trended globally on twitter
- Chapters unlocked more than \$33,000 in matching dollars
- 600,000 impressions from social influencers
- Incredible alumni participation
- More than 300 gifts to chapters

This Year's Day of the Badger

- Matches, challenges, and leaderboards return
- More opportunities to share through social
- More than 140 areas to support
 - Schools and colleges
 - Student leadership experiences
 - Cause-based units
 - Chapters

Welcome back, Chapters!

13D 11H 31M 12S

HOME

FAQ



SOCIAL

GET INVOLVED

SAVE THE DATE

EAST

Search...



Select a Category

ATLANTA - SUPPORT CHAPTER SCHOLARSHIPS



DONATIONS  0

DOLLARS RAISED \$ 0

An undergraduate degree is in...

BIG APPLE BADGERS - SUPPORT CHAPTER SCHOLARSHIPS



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BOSTON - SUPPORT CHAPTER SCHOLARSHIPS



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PALM BEACH - SUPPORT CHAPTER SCHOLARSHIPS



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PITTSBURGH - SUPPORT CHAPTER SCHOLARSHIPS



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An undergraduate degree is in...

SUNCOAST - SUPPORT CHAPTER SCHOLARSHIPS



DONATIONS  0

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TAMPA BAY - SUPPORT CHAPTER SCHOLARSHIPS



DONATIONS  0

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DONATIONS  0

DOLLARS RAISED \$ 0

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HEART OF ILLINOIS - SUPPORT CHAPTER SCHOLARSHIPS

INDIANAPOLIS - SUPPORT CHAPTER SCHOLARSHIPS

KANSAS CITY - SUPPORT CHAPTER SCHOLARSHIPS

The Timeline for 2020

- Jan 1-March 30 – Build Awareness
 - Chapter newsletters, save the date email, social accounts, peer-to-peer
- April 1-6 – Quiet Period
 - Prevent attention fatigue ahead of the day
- **April 7-8 – Day of the Badger**
 - 10:12am, April 7 → 5:00pm, April 8 Central
- April 9 → – Celebrate and thank

Ways to participate

- **Give back**
 - Give to an area of passion at dayofthebadger.org
- **Wear red**
 - Wear red or UW gear and let everyone know you're a Badger
- **Stay connected**
 - Join the conversation at [#dayofthebadger](https://twitter.com/dayofthebadger)

Day of the Badger Marketing Suite

- Email
 - Save the date email for Chapters
 - Footers beginning in March
 - Participation asks beginning April 7
- Web
 - Dayofthebadger.org
 - Event on chapter website
- Social Media
 - Ads, ambassadors, sharable posts
- Student Fundraisers
 - School and College Badger Call, SMS
- Chapter-driven Promotions
 - Newsletters, facebook event, social posts, peer-to-peer

The WFAA will...

- **Build your dayofthebadger.org landing page and uwalumni.com event page** to provide a positive donor experience
- **Provide a chapter toolkit** with newsletter copy, social posts, and image suggestions (available now!)
- **Send a save the date email** on behalf of your chapter
- **Send emails during Day of the Badger** that include wider invitations to give to WAA chapters
- **Provide matching fund opportunities**
- **Steward during the day** with a video message of thanks

Chapters can elevate the day by...

- **Hosting an event** that creates an environment for Badgers to stay connected
- **Giving and inviting support** to your chapter
- **Share your story** on social or in person to energize the day throughout your network

The To-Do List

- February-March
 - Include Day of the Badger copy in your newsletter
 - Post on social media individually and on chapter pages
 - Create Facebook event
- April
 - Host an event on April 7
 - Message through text, email, phone, GroupMe, etc.

The To-Don't List

- Emails with only Day of the Badger content
 - Continue to bring attention to all engagement opportunities by including DOTB only in newsletters
- Send mass emails during April 1-8
 - Quiet period will reduce attention fatigue and WFAA will manage day-of email
- Modify the calls to action or graphics
 - Give Back. Wear Red. Stay Connected.



Here's some of what worked

Casual moments for Badgers to connect



Leah Schaffer
@leah_v_schaffer

Happy Day of the Badger! #chemistry
#DayOfTheBadger @UWMadisonChem



9:54 AM - Apr 9, 2019 · Twitter for iPhone

Inspired participation through leveraged personal networks



Badger5 @PattyShinners · Apr 9, 2019

Just donated to my local UW Alumni **chapter** for undergrad scholarships!
You can too!! #uwalumni #DayoftheBadger



Just having fun



Sarah Schutt @sschutt13 · Apr 8, 2019

Lola the Lab has Bucky envy - she's ready for [#DayoftheBadger](#)!



3

10

95



More of what worked well

- Goal-driven social messaging
 - “Our chapter is ten donors away from unlocking a challenge. Will you help us by making a gift?”
- Faces, video, and energy
 - Share your favorite UW memories and keep it visual
- Events
 - Large or small, getting people together will drive energy
- Early commitments
 - Areas with gifts when the day kicks off carried momentum through the day



Questions

How can we help you be successful?

Reminders:

Chapter Scholarship Conference Call

Thursday, January 23rd at 12:00pm CT

Chapter Leader Call

Wednesday, February 26th at 3:00pm CT

Thank you!