



Welcome Chapter Leaders

April 2020

Today's Agenda

- Agenda Items
 - Digital Engagement
 - Examples
 - International Efforts
 - WFAA Updates
 - Giving Tuesday
- Next Call
 - May 27th



Ways to keep your chapters engaged virtually

- Zoom or other platforms
 - How to Zoom: <https://support.zoom.us/hc/en-us/articles/206618765-Zoom-Video-Tutorials>
- Virtual Happy Hours – Atlanta, Boston, San Diego
- Bay Area's hang out with five badgers
- Atlanta's YouTube Video:
 - https://www.youtube.com/watch?v=cVrNmjHGf2I&feature=youtu.be&fbclid=IwAR1KAasPxcg4bf4ns3Bp3Yy2IMjc6f3-Mg7kjNsFY6vbQSepQg4_3bvovnUo



Atlanta's YouTube Video



St. Louis Facebook and Instagram efforts

Wisconsin Alumni Association: Gateway Badgers ...
April 18 at 4:30 PM · 🌐

Did you miss Thursday night's special edition of #TheUWNow? Now is your chance to catch up on the UW Band Legacy with Mike Leckrone and Corey Pompey of the Badger Band: The University of Wisconsin Marching Band and Sarah Schutt, Executive Director of the Wisconsin Alumni Association.

#WisAlumni

<https://youtu.be/ZkHWZ8CZ6zU>

THE UW NOW
SPECIAL EDITION

Mike Leckrone
—
Corey Pompey



Bay Area – Hang out with five Badgers



Jump Around Saturdays

JUMP AROUND WISCONSIN

OFFICIAL LIVE STREAM:
<https://www.twitch.tv/jumpwisconsin>
2:30 PM CDT - Fire up!
3:00 PM CDT - JUMP AROUND!

**Eau Claire/
NW Wisconsin:**
95.1 Hot Country 89.5
96.7 The Brew
2100

**Wausau/
NC Wisconsin:**
WIFC 95.5 FM
WDEZ 101.9 FM

**Whitehall/
NW Wisconsin:**
WHTL 102.5 FM

**Black River Falls/
W Wisconsin:**
WHTS 99.7 FM

**Green Bay/
Fox Cities/
NE Wisconsin:**
WJXX 100.1 FM
JACK FM 94.5
DUKS FM 93.5, 93.5, 99.7
1100 FM

Madison/SC Wisconsin:
2100.1
101.5 WIBA
1310 AM WIBA
94.5 Star Country
92.1 Revival 92.1
1070 AM The Game

**Milwaukee/
SE Wisconsin:**
95.7 BIG FM
106.1 FM 106
92.3 The Game
100.7 1100.7 J&MS

**Janesville/
S Wisconsin:**
WJVL 99.9 FM

WHERE TO TUNE IN

WISCONSIN

International Chapter COVID-19 Efforts

- China Chapters WeChat Fundraiser
 - \$20,000 to support the UW Health COVID-19 Respond Fund
- Indonesia Chapter & BIG 10 Alumni Group
 - 400 PPE, 10,000 KN95 masks, and 4,000 tubes of vitamins



Indonesia Chapter & BIG 10 Alumni Group



UW Health



WFAA Updates

- Giving Tuesday Now
 - More info on next slide
- UW Now Events
- Student Send-Off
- Send us your pictures
 - How you are keeping busy
 - Alumni frontline workers in your community



Giving Tuesday



- #GivingTuesdayNow: While we have suspended mass solicitations through June 15 for most university priorities, many of you may have heard about #GivingTuesdayNow, a global day of giving and unity scheduled for May 5. Like many of our peer institutions, the UW has decided to participate in this effort. We will be promoting four specific funds:
 - **Emergency Student Support Fund**— provides needed relief to financially vulnerable students facing challenges due to unforeseen events.
 - **UW Health COVID-19 Response Fund**— addresses the urgent needs of patients and caregivers impacted by COVID-19.
 - **COVID-19 Research Fund**— advances a broad range of research related to COVID-19.
 - **Chancellor’s Annual Fund**— supports the emerging needs at UW–Madison resulting from COVID-We believe that focusing on a centralized, core group of funds will be most successful during this time.
- This is a way to respond to our alumni and friends who have been asking how they can help the university. We are still planning on holding Day of the Badger later in the year, which will focus on the many giving opportunities at the chapter, school, college, and unit levels.



Giving Tuesday



- Key Dates and Reminders
 - Reminder: Chapters should focus on social media and peer-peer outreach. Chapter requested emails will not be available from 5/1-5/5 due to outreach volume from WFAA.
 - Save the date - Flamingle (5/1) and UW Now invite (5/4)
 - Day of campaign - 5/5, 3 emails to all alumni and friends, including Mike Knetter's weekly COVID focused email
 - WFAA social media to run from late April - 5/5
- Thank you/stewardship - 5/6, email and social



Thank you!

Next Call – May 27th 3pm CT

Fundraising & Student Send-Off

