



Big ORANGE GIVE

A M B A S S A D O R S

NOVEMBER 18, 2020

WEDNESDAY | 24 HOURS | MIDNIGHT TO MIDNIGHT

GOAL

To raise \$2.5 million

WEBSITE TO DONATE

bigorangegive.utk.edu

AMBASSADOR WEBSITE

bigorangegive.utk.edu/ambassador

DOWNLOAD GRAPHICS

bigorangegive.utk.edu/ambassador



UT KNOXVILLE ALUMNI

@tennalum

UT KNOXVILLE

@UTKnoxville

QUESTIONS

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Big ORANGE GIVE

FOR VOLS



Thank you for signing up to be a Big Orange Give ambassador!

Big Orange Give (BOG) is the university's day of giving. A 24-hour online challenge for alumni, friends, parents, students, faculty, staff, and fans to show their support of Rocky Top. This year more than ever, we need to support current and future Vols!" To show our love we will have a goal of raising \$2.5 million in 24 hours.

Your work as a Big Orange Give ambassador makes a big difference. You help bring in more gifts for the people, places, and programs you love most at UT. Follow the timeline on the next pages to help set a new record day of giving for UT. Let's get started!

NEW THIS YEAR

Ambassadors will have access to a personalized dashboard that will give real-time updates about how much money you have raised and who from your contacts are giving. This is a great opportunity to see the impact you are having on your favorite university. Ambassadors are Tennessee Volunteers to the core and this dashboard is a handy tool in your tool box.

The ambassador who raises the most money during Big Orange Give will get \$500 to give to their favorite area of campus.

Follow the how-to instructions on the next page.

Getting Started on the Big Orange Give Ambassadors Dashboard

1. Go to the website at: bogambassadors.andi.tennessee.edu/User/Registration. You can create an account to log into your dashboard with your email address and a password (your password must be at least 6 characters in length).

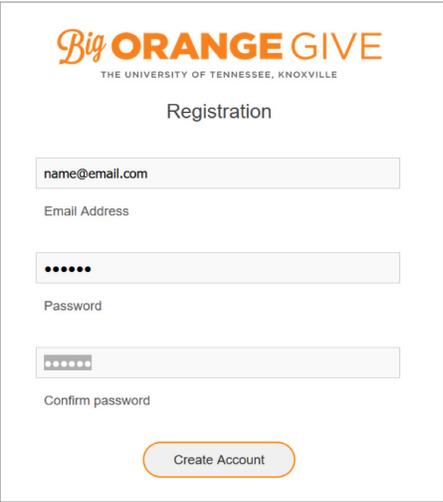
* Please use the email address that you have previously shared with us, otherwise, we may not know it's you!

2. Now you are ready to log in and view the names of those who have given using the link you have shared with others.

3. If you forget your password, you can request a reset code be sent to your email address. You can find the link to reset just below the "Log In" button.

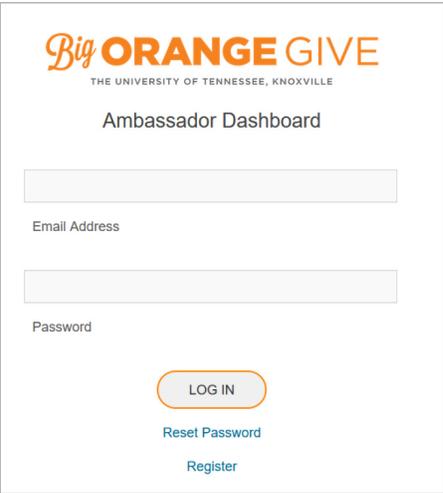
4. Once you have received the reset message, please click the link in the message to go to the password reset form.

1



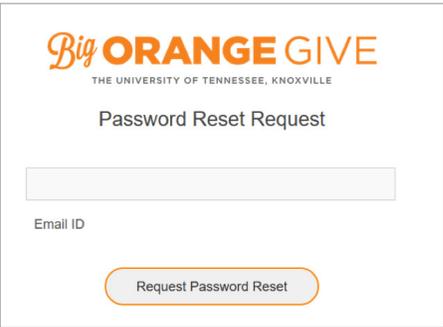
The registration form features the 'Big ORANGE GIVE' logo at the top, with 'THE UNIVERSITY OF TENNESSEE, KNOXVILLE' underneath. The title 'Registration' is centered. Below the title are three input fields: 'name@email.com' (with 'Email Address' label), a password field (with 'Password' label), and a 'Confirm password' field. A 'Create Account' button is positioned at the bottom right.

2



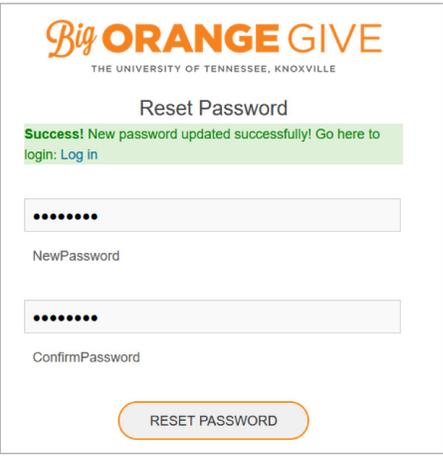
The login form features the 'Big ORANGE GIVE' logo at the top, with 'THE UNIVERSITY OF TENNESSEE, KNOXVILLE' underneath. The title 'Ambassador Dashboard' is centered. Below the title are two input fields: 'Email Address' and 'Password'. Below the fields are three buttons: 'LOG IN', 'Reset Password', and 'Register'.

3



The password reset request form features the 'Big ORANGE GIVE' logo at the top, with 'THE UNIVERSITY OF TENNESSEE, KNOXVILLE' underneath. The title 'Password Reset Request' is centered. Below the title is one input field labeled 'Email ID'. A 'Request Password Reset' button is positioned at the bottom right.

4



The reset password form features the 'Big ORANGE GIVE' logo at the top, with 'THE UNIVERSITY OF TENNESSEE, KNOXVILLE' underneath. The title 'Reset Password' is centered. A green success message is displayed: 'Success! New password updated successfully! Go here to login: [Log In](#)'. Below the message are two input fields: 'NewPassword' and 'ConfirmPassword'. A 'RESET PASSWORD' button is positioned at the bottom right.

AMBASSADOR'S TIMELINE

NOVEMBER 9-15

- ❑ Let your family and friends know you'll be participating by sharing about BOG through personal emails or by word of mouth.
- ❑ Explore the online toolkit and download graphics at bigorangegive.utk.edu/ambassador.
- ❑ Update your social media profile and cover photos to show you support BOG. Use one of our digital graphics, snap a selfie, or share a throwback photo from your time on Rocky Top.
- ❑ Follow @tennalum and @utknoxville to get the latest information about Big Orange Give.
- ❑ Use and follow the hashtag #BigOrangeGive to be part of the conversation on social media.

SAMPLE POSTS

- ❑ #BigOrangeGive is almost here!
UT Knoxville's day of giving begins on November 18, and now is a great time to start thinking about which area of campus you want to support. Save the date and Go Vols!
- ❑ This year's #BigOrangeGive is going to be bigger than ever! On November 18, join me in supporting UT Knoxville on its day of giving. Let's make a difference on Rocky Top!

MONDAY, NOVEMBER 16

- ❑ Make your gift today!
- ❑ As an ambassador, you have early access to the BOG website starting on Monday, November 16. Your support will inspire others! Designate your gift to the area of the university that interests you most. Pledges can be fulfilled, too.
- ❑ Introduce your social network to BOG!
 - We recommend posting at least one to three times before BOG to promote the event.
 - Share the exciting match and challenge opportunities, and show your Big Orange pride.
 - Share a personal story about how UT has impacted your life.

SAMPLE POSTS

- ❑ #BigOrangeGive is an opportunity for the Volunteer family to be invested in UT by giving a gift of any size. [share photo, graphic, or video]
- ❑ #BigOrangeGive is this Wednesday! I'm supporting [area of choice] because [brief reason why]. What will you support this year?
- ❑ On November 18, Tennessee Volunteers across the country will come together with a goal to raise \$2.5 million for fellow Vols. Let's show the world what Volunteers can do!



AMBASSADOR'S TIMELINE

WEDNESDAY, NOVEMBER 18 BIG ORANGE GIVE

- Another chance to make your gift online!
- Talk about BOG with your friends and family when you see them.
- Email, call, and text your friends and family encouraging them to give to an area of their choice.
- Keep your social networks in the loop! We recommend following the timeline below to promote BOG. If you're really enthusiastic, consider giving an hourly update.
- Like, comment, and share our real-time updates. UT Knoxville, UT Knoxville Alumni, and participating colleges and units will be sharing messages on Facebook, Twitter, Instagram, and LinkedIn.
- Use and follow the hashtag #BigOrangeGive.

SAMPLE POSTS THROUGHOUT THE DAY

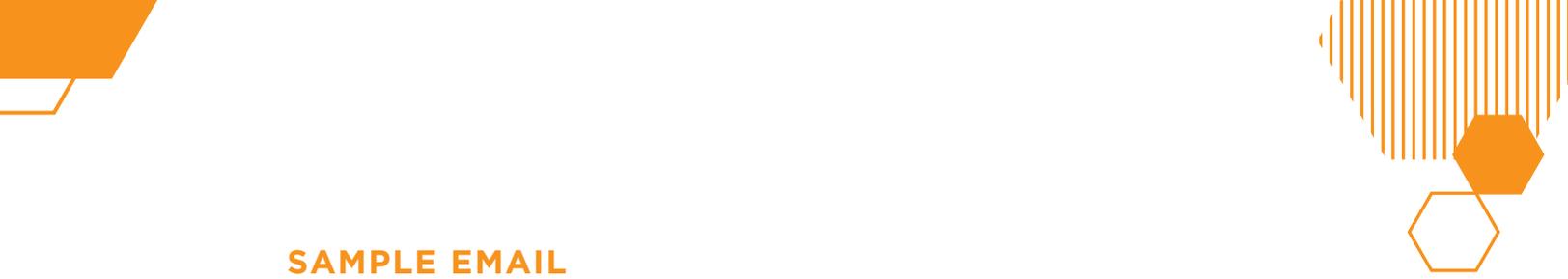
- **6 AM:** Today is #BigOrangeGive, UT Knoxville's 24-hour day of giving! Join me in helping to raise \$2.5 million for current and future Vols.
- **8 AM:** What is your favorite part of UT Knoxville? Pick a college, cause, project, or scholarship fund and #BigOrangeGive today!
- **10 AM INSTAGRAM STORY**
Did you know that you can support your favorite college, cause, or project at UT? Discover all the ways you can #BigOrangeGive at bigorangegive.utk.edu [or swipe up if you have that feature] [tag @tennalum]
- **NOON:** The Volunteer Traditions Lunch Rush Challenge starts now! If 100 gifts are received in the next hour, Volunteer Traditions will give \$10,000. #BigOrangeGive now at bigorangegive.utk.edu/joinme

THURSDAY, NOVEMBER 19

- Like, comment, and share the follow-up results from UT Knoxville, UT Knoxville Alumni, and participating colleges and units via Facebook, Twitter, Instagram, and LinkedIn.
- Take the ambassador follow-up survey that will be emailed to you.
- Take a moment to thank your networks for their generosity!

SAMPLE POSTS

- We did it, Vols! Together, we raised more than \$2.5 million during #BigOrangeGive in just 24 hours. I'm happy to be able to support UT because {insert reason why}.
- **2 PM:** Double your gift during #BigOrangeGive today! Check out the complete list of matches and challenges at bigorangegive.utk.edu/match to make your gift go further.
- **4 PM:** Let's show the world what Volunteers can accomplish when they come together. #BigOrangeGive and light the path for current and future Volunteers!
bigorangegive.utk.edu/joinme
- **6 PM:** I am so proud of what our Volunteer family has accomplished today during #BigOrangeGive! There is still time to make your gift to help fellow Vols!
bigorangegive.utk.edu/joinme
- **8 PM:** It's the final countdown! Make your gift today and help us reach our goal of \$2.5 million! [quote tweet or re-share a photo or video posted by @tennalum]



SAMPLE EMAIL

Dear [recipient's preferred name],

I hope that you're doing well! [Insert a relevant or personal anecdote].

Today is Big Orange Give, the University of Tennessee's 24-hour day of giving. Now, more than ever, we need to support our Vols. This year, Big Orange Give is reaching for a goal of \$2.5 million.

I am raising funds to help current and future Vols, and could really use your support. A gift of any amount would help. You can make a donation on UT's Big Orange Give website by clicking here: bigorangegive.utk.edu. If you are on social media, follow #BigOrangeGive all day to watch the fun and progress.

Thank you in advance for your support. Go Vols!

[Your name]

SAMPLE VOICEMAIL

Hi, this is [Name]. My phone number is [Number]. Today is Big Orange Give, the University of Tennessee's 24-hour day of giving.

I am raising funds to help current and future Vols, and could really use your support. A gift of any amount would help us toward today's goal. You can make a gift on UT's Big Orange Give website by going to bigorangegive.utk.edu.

Feel free to call [or text] me if you have questions about Big Orange Give or how to donate. Talk to you soon.

SAMPLE TEXT MESSAGE

Today is Big Orange Give, the University of Tennessee's 24-hour day of giving. I am raising funds to help current and future Vols, and could really use your support. You can make a gift at bigorangegive.utk.edu. Thanks!

BIG ORANGE GIVE
QUICK FACTS



2020 IS THE **8TH**
BIG ORANGE GIVE.



\$10.14 M
has been raised during
the past years of BOG.



SUPPORT
the area you are
most passionate about.
Give to any area of campus!



Watch the dynamic
THERMOMETERS
on the BOG website
to track progress.
bigorangegive.utk.edu

X2

YOUR DOLLARS CAN BE
MATCHED!

See the complete list of
matches and challenges at
bigorangegive.utk.edu/match



LAST YEAR,
66% OF GIFTS
WERE \$100 OR LESS.