This year, William & Mary will be celebrating its fifth annual giving day — One Tribe One Day. April 10, 2018, is a chance to show how much the university means to us and the impact it has had on our lives. On this day, the W&M community will join together to give back and pay it forward. Around the world, and throughout the day, the Tribe community will gather to celebrate. Every gift, no matter the size, to any area makes a difference and strengthens William & Mary.

We have created this guide to provide our community with suggestions on messaging and ways to use specific hashtags, images and language leading up to, during and following One Tribe One Day. Help us spread the word about our giving day by sharing on Facebook and LinkedIn, posting photos on Instagram and staying active on Twitter. We will also be sharing content throughout the day, including videos. You can follow our progress on all social media platforms and help us keep the momentum going by using the hashtag #OneTribeOneDay!

We greatly appreciate your help furthering this important cause. If you have any questions, or need any additional guidance, please feel free to contact Tiffany Broadbent Beker, director of digital marketing, at tlbroa@wm.edu or 757-221-3426 or Jennifer Hughes, digital communications manager, at jhughes01@wm.edu or 757-221-1924.

**WEBSITE**

http://www.wm.edu/OTOD

**HASHTAGS**

#OneTribeOneDay
#TribePride
#WMAlumni

**WHO TO FOLLOW**

@WMAlumni
William & Mary Alumni Association
@WMAlumni
@ImpactWM
Impact William & Mary
William & Mary
March 1-April 9: Before One Tribe One Day

☐ Follow the W&M Alumni Association on Facebook, Twitter and Instagram and Impact William & Mary on Facebook and Twitter and share the posts leading up to April 10.

☐ Come up with ways to show the impact of private giving in your area of interest with stories, photos and videos that you can share on April 10 using the #OneTribeOneDay hashtag.

☐ Change your profile and cover photos to let your followers know about #OneTribeOneDay – don’t forget the hashtag and the website in the caption!

☐ Tell your followers about #OneTribeOneDay and why you give back to W&M. Encourage your network to give back and pay it forward on April 10.

April 10: #OneTribeOneDay

☐ Make your gift!

☐ Encourage your followers to participate and make a gift — any gift, no matter the size, makes a difference. Gifts under $250 cumulatively added up to more than $3 million last fiscal year.

☐ Post on social media during the course of the day. We will be posting and sharing content throughout the day – including a video series, photos from events throughout the world and messages throughout the Tribe.

☐ Attend a #OneTribeOneDay celebration event in your area, if applicable. You can find the full list of events and locations at www.wm.edu/OTOD. Don’t forget to look for a custom OTOD Snapchat filter at the event location and post your photos of the event on social media!

☐ If you know that someone in your network made a gift, make sure to thank them.

April 10 - April 17: After One Tribe One Day

☐ Thank your followers for participating. We couldn’t have achieved this extraordinary day without them (or you!).

☐ Be on the lookout for the announcement of our participation and dollar totals. Share that post and help us to thank the Tribe.
Thank you for agreeing to help spread the word about One Tribe One Day. Please note that the posts below are suggestions. Do you have something else to say that isn’t below? We’d love to hear your unique take on this annual giving day. One of our favorite ways to encourage conversation around #OneTribeOneDay is to ask our community “Why do you give back to W&M?” Answers have a wide range — some talk about their experiences at W&M, others talk about the meaningful impact that alma mater made on them. No matter what you have to say, make sure to promote One Tribe One Day with whatever message is meaningful to you!

Facebook, Instagram & LinkedIn

[Pre-event] On April 10, the William & Mary community will give back and pay it forward. Join us for #OneTribeOneDay and help W&M make a difference. Mark your calendars: www.wm.edu/OTOD

What William & Mary President Taylor Reveley does for this year’s One Tribe One Day video series was up to you...did your idea make the cut? Keep sharing the @ImpactWM videos and encouraging others to give — each gift gets us closer to knowing what happens next! www.wm.edu/otod #OneTribeOneDay

William & Mary is committed to providing the best education to the most outstanding students. Scholarships ensure that students can afford the opportunity to reach their full potential. Give to scholarships today and help support the next generation of W&M students: www.wm.edu/OTOD #OneTribeOneDay

What was your passion at W&M? Did you spend your nights at PBK or your days in Morton? Your afternoons in practice at Zable or your evenings writing for the Flat Hat? Help us support the next generation of passionate students by giving back and providing them the chance to experience W&M: www.wm.edu/OTOD #OneTribeOneDay

Help us build on the traditions that define William & Mary. Help us do more than we have ever done. Let us be bold. With your help, we will make history today. #OneTribeOneDay continues to be the most ambitious day in W&M’s history. You can help keep W&M as the top nationally ranked public university for alumni participation – give back today: www.wm.edu/OTOD #OneTribeOneDay
If you’re a #WMAlumni, you are among U.S. presidents, scientists, athletes, entertainment legends and countless others who are connected to W&M and have changed the world. Let’s give current students a chance to make a difference by giving back: www.wm.edu/OTOD #OneTribeOneDay

At William & Mary, we provide more than just an education. We inspire students to reach higher; to be leaders and pioneers. Today, help us educate and inspire these students of great promise by giving to scholarships today: www.wm.edu/OTOD #OneTribeOneDay #wmForTheBold

One scholarship can change a student’s life. One student can change the world. Your gift can make an enormous difference. Change the world – give back today #OneTribeOneDay www.wm.edu/OTOD

#OneTribeOneDay helps William & Mary recruit and retain the best professors and provides them with the tools they need to create innovative curricula that teach students in myriad ways. Help professors reach new heights in research and teaching and give today. www.wm.edu/OTOD

What is your favorite W&M Alumni event? Is it #wmHomecoming? #wmWeekend? #OneTribeOneDay helps make your favorite William & Mary events happen. Funds raised today allow W&M to offer extraordinary opportunities that alumni love all year. www.wm.edu/OTOD

Who was your favorite professor at @williamandmary? #OneTribeOneDay funds support faculty and also provide them with up-to-date classroom equipment. Support our professors and their research by giving today! www.wm.edu/OTOD

[Post-event] Thank you to everyone who paid it forward and made a difference. #OneTribeOneDay was a success! You helped to make a huge impact on our beloved university. www.wm.edu/OTOD
[Pre-event] W&M will celebrate its fifth year of giving back and paying it forward on 4/10. Make a difference: www.wm.edu/OTOD #OneTribeOneDay

[Pre-event] Help us celebrate #OneTribeOneDay throughout the world – give back on April 10, 2018: www.wm.edu/OTOD

[Sharing a video from @WMAlumni or @ImpactWM] Did your video idea for President Reveley make the cut? Help us unlock the other #OneTribeOneDay videos by giving back here: www.wm.edu/OTOD

Make an impact and celebrate #OneTribeOneDay with us. Give back and support the next generation of the W&M community at www.wm.edu/OTOD

Who was your favorite professor at @williamandmary? #OneTribeOneDay funds support faculty and also provide them with up-to-date classroom equipment. Support our professors and their research by giving today! www.wm.edu/OTOD

W&M is committed to providing the best education to the most outstanding students. Help us help them: www.wm.edu/OTOD #OneTribeOneDay

Why do you give back? Tell your story today with the hashtag #OneTribeOneDay and show your #TribePride by giving back at www.wm.edu/OTOD

W&M provides more than just an education. We inspire students to reach higher – give back today #OneTribeOneDay www.wm.edu/OTOD

One Day. One Challenge. You can make a difference in the W&M community by giving back today: www.wm.edu/OTOD #OneTribeOneDay

What is your favorite @WMAlumni event? Is it #wmHomecoming? #wmWeekend? #OneTribeOneDay helps make your favorite @williamandmary events happen. Funds raised today allow W&M to offer extraordinary opportunities that alumni love all year. www.wm.edu/OTOD

[Post-event] Thank you for making #OneTribeOneDay a success! You’ve made a bold impact – we couldn’t have done it without you! www.wm.edu/OTOD
Throughout the day, we will have donors challenging the Tribe community to reach participation milestones. To help commemorate President Reveley’s last One Tribe One Day, we asked the W&M community to submit video ideas. Selected submissions will be made into the OTOD video series. As each of the seven challenges is met, a new video from the series will be released.

As the challenges are unlocked, make sure to share each video — and encourage your friends to give so that the whole Tribe community can see what adventures President Reveley gets himself into this year.

There will also be a specific parent challenge initiated again this year that will focus on eclipsing 2,000 parents giving in a day.

**Gerdelman School and Unit Competition**

The Gerdelman School & Unit Competition will award four prizes, one to the group recruiting the most total donors, one to the group attracting the most new FY18 donors, one for the highest percentage increase and one for honorable merit.

The groups competing for the Gerdelman School & Unit Competition will be:

1. Alumni Association
2. Arts & Sciences
3. Athletics
4. Business
5. Education
6. International Initiatives
7. Law
8. Muscarelle
9. Student Affairs
10. Swem Library
11. VIMS
SOCIAL MEDIA IMAGES

Cover and profile photos are available for Twitter, Facebook and Instagram. Download at www.wm.edu/OTOD.

4.10.2018
#ONETRIBEONE DAY

Caption: On April 10, William & Mary will join together for one extraordinary day of giving back and paying it forward. Help us make an impact: www.wm.edu/OTOD #OneTribeOneDay

Note: These can be used on all social media platforms.