



APRIL 21 - 22, 2026

BLEED GARNET GIVE GOLD

ESSENTIALS



Bleed Garnet Give Gold 2026

Bleed Garnet Give Gold (BG3) takes place from noon on Tuesday, April 21 through noon on Wednesday, April 22. You can participate once the pre-launch page goes live on April 1!

Bleed Garnet Give Gold Campaign Website

winthrop.edu/bg3

Winthrop Alumni Social Channels

WU Alumni is your primary resource for BG3 social media activity. We encourage you to view our socials posts and tag us in yours! By tagging our social channels, we can help cross-promote content for maximum reach!

 Winthrop University
Alumni Association

 @winthropalumni

Bleed Garnet Give Gold Hashtag

#WUBG3

By using the hashtag, your posts will appear on our website. This also lets others easily find your content to share on their socials! Using the hashtag establishes consistency across Winthrop social channels as well.

Dropbox

Visit our [**BG3 Dropbox folder**](#) to download all graphics, logos, and sample images to help you advocate on social media!

BLEED GARNET GIVE GOLD

FAQ'S



What is Bleed Garnet Give Gold?

Bleed Garnet Give Gold (BG3) is Winthrop's annual giving day. For 24 hours (noon to noon), the entire WU community can come together to make a gift of any size to the area of their choice. This year, join us from noon April 21, 2026 to noon April 22, 2026 to show Eagle pride and help us make this the best BG3 yet!

Why does Winthrop have a giving day?

Many universities – big and small, public, and private – have held giving days for years to provide additional support and inspire donors about exciting things happening on campus. BG3 allows units and programs to ask alumni and friends for support directly for in-need and unit-specific initiatives.

Where can I see a list of all the BG3 challenge gifts?

The matching and challenge gifts contributed by generous fellow Winthrop supporters can be viewed by clicking “Matches & Challenges” on our [campaign website](#) or any of the relevant college and unit pages.

Are gifts tax deductible?

Yes, BG3 gifts will be tax-deductible! Donors can be on the lookout for an emailed tax receipt after they make a donation.

What browsers support the BG3 giving page?

If you experience any technical difficulties when making your gift, please confirm that you are using the most updated version of Google Chrome or Firefox. If you still have trouble, please reach out to us at giving@winthrop.edu or 803/323-2275 for day-of support.

BLEED GARNET GIVE GOLD

FAQ'S



How else can I help promote BG3?

Become an Ambassador! And if that's too much of a commitment, you can easily promote BG3 on social media and with your networks. You can use our social media toolkit for caption ideas, branded images, and other resources to share your story. Set your posts to 'public' so we can see and share it with the whole Winthrop community!

I still have questions. How can I get in touch?

For questions about BG3, please email us at giving@winthrop.edu or call 803/323-2275.

For questions about social media surrounding BG3, please contact Nicole Chisari at chisarin@winthrop.edu.

BLEED GARNET GIVE GOLD

AMBASSADORS



Characteristics of GREAT Ambassadors:

- Are personally connected in their local community
- Can speak about how philanthropy matters for a Winthrop education
- May have a large social media following (bonus points for this!)
- Are current donors at any level
- Love Winthrop University!

What They Do:

- Contribute a gift on BG3 to a cause they're passionate about
- Shout from the rooftops why their peers should support Winthrop during BG3: this means posting on social media at least once the week before BG3 and at least twice during BG3
- Ask their fellow Eagles, family, friends, and social networks to join them in giving back during the 24-hour giving day
- Share information about BG3, sponsored challenge or matching gifts, and other related events or activities

Ambassadors Receive:

- Additional resources and ready-to-share content to help promote BG3 with your networks
- Special updates throughout BG3
- Access to a personalized giving link and advocacy dashboard to track your impact
- Recognition as a BG3 Ambassador helping power Winthrop's day of giving



Scan the QR or send an email to cheneyr@winthrop.edu to sign up today!



BLEED GARNET GIVE GOLD

TOOLKIT



LOGOS

OFFICIAL MARK



LIGHT MARK*



ALTERNATE MARK



DATED MARK



BG3 FONTS

The **PRIMARY** typeface for BG3 is Gotham. The default weight to use is Gotham Regular, while headers can use **Gotham Bold**.

This is Gotham.

This is Gotham Bold.

The **SECONDARY** typeface for BG3 is Hyperwave One.

THIS IS HYPERWAVE ONE.

*The white and gold formatted marks work best on garnet and other dark backgrounds.

BLEED GARNET GIVE GOLD



TOOLKIT

COLOR PALETTE

PRIMARY



GARNET

RGB: R102 G0 B0
HEX: #660000



GOLD

RGB: R240 G179 B35
HEX: #F0B323

SECONDARY



RED

RGB: R166 G26 B50
HEX: #A61A32



GREEN

RGB: R0 G111 B121
HEX: ##006F79



PURPLE

RGB: R75 G40 B132
HEX: #4B2884



BLUE

RGB: R0 G84 B142
HEX: #00538E



GOLD 2

RGB: R188 G141 B22
HEX: #BC8D16



GRAY 1

RGB: R239 G239 B240
HEX: #EFEFF0



GRAY 2

RGB: R209 G211 B212
HEX: #D1D3D4



GRAY 3

RGB: R89 G90 B92
HEX: #595A5C



NAVY

RGB: R0 G42 B78
HEX: #002A4E

NOTE: Please ensure that all your designs follow the guidelines outlined in the [Winthrop Visual Identity Manual](#).

BLEED GARNET GIVE GOLD

TOOLKIT



GRAPHICS

PROFILE PHOTOS



STORIES



BANNER



BLEED GARNET GIVE GOLD

CAPTIONS



Caption Examples - Before BG3:

What's Bleed Garnet Give Gold? And why does it matter? Visit winthrop.edu/bg3 to learn why Eagles need your support April 21-22! #WUBG3

Bleed Garnet Give Gold is back April 21-22! Are you ready to join forces to elevate the Eagle experience? Learn more at winthrop.edu/bg3 #WUBG3

I plan to support Winthrop during the annual Bleed Garnet Give Gold Day of Giving... do you? Learn how you can invest in current and future Eagles April 21-22 by visiting winthrop.edu/bg3 #WUBG3

Help me spread the word about #WUBG3 to support WU students in **[UNIT NAME (ex. the College of Business & Technology; the College of Visual & Performing Arts, etc.)]**! Join the fun and make your Bleed Garnet Give Gold gift between noon on April 21 and noon April 22. Go Eagles!

What are you excited to support on Bleed Garnet Give Gold? I'm planning to support **[INSERT THE PRIORITY YOU ARE PASSIONATE ABOUT (i.e., the College of Arts & Sciences; Winthrop Athletics, etc.)]** because **[INSERT WHY YOU GIVE]**! Check out all the priorities you can support at winthrop.edu/bg3 #WUBG3

[INSERT THE PRIORITY YOU ARE PASSIONATE ABOUT (i.e., Student Affairs, The Dacus Library & Pettus Archives, etc.)] needs your help during Bleed Garnet Give Gold April 21-22! Learn more at winthrop.edu/bg3 and join me in spreading the word. Together, we can help Eagles soar higher! #WUBG3

BLEED GARNET GIVE GOLD

CAPTIONS



Caption Examples - During BG3:

Today's the day! I just made my #WUBG3 gift and there is still time for you to make yours! Learn how you can support deserving Eagles by visiting winthrop.edu/bg3

Bleed Garnet Give Gold is here! Help me spread the word. Together, we can make a difference for students in **[UNIT NAME (i.e., the School of Graduate, Continuing, and Online Education; the Richard W. Riley College of Education, Sport & Human Sciences, etc.)]**! Go Eagles! #WUBG3

It's Bleed Garnet Give Gold and I just gave! Learn how you can support current and future Eagles today by visiting winthrop.edu/bg3 #WUBG3

This Bleed Garnet Give Gold, I want to see every state on the map garnet. My state's accounted for - is yours? Check the map and make your gift at winthrop.edu/bg3 #WUBG3

PROMPTS:

Share why supporting a particular priority is important to you.

Share why you want to give back to WU.

Share how you bleed garnet and talk about how Winthrop - especially if you received a scholarship or other financial support - made you who are today!

ACTION PHRASES:

Calling all Eagles!

I Bleed Garnet - will you Give Gold?

Help support Winthrop students by giving on BG3!

I gave on Bleed Garnet Give Gold because **[INSERT WHY YOU GIVE]**. Why do you give to Winthrop?

BLEED GARNET GIVE GOLD

CAPTIONS



Caption Examples - After BG3:

Thank you to everyone who participated in this year's Bleed Garnet Give Gold Day of Giving! Your advocacy and giving makes a big difference for Eagles everywhere. #WUBG3

Eagles, you really showed up for **[UNIT NAME]** on Bleed Garnet Give Gold! We are so grateful for everyone that gave and spread the word to help us support our students. Thank you and Go Eagles! #WUBG3

We are beyond grateful for the overwhelming support we received yesterday during Bleed Garnet Give Gold! Thank you for investing in students in **[UNIT NAME]**! Be on the lookout for official results and to hear more about how your gifts were used; we cannot wait to share. Go Eagles!

UNIT GRAPHIC EXAMPLES

