

# GIVING TUESDAY

## SOCIAL TOOLKIT



# WHAT IT'S ABOUT

*“GivingTuesday reimagines a world built upon shared humanity and generosity.” – from the official GiveTuesday website*

On the Tuesday after Thanksgiving each year, people across the world celebrate GivingTuesday by committing funds, resources, and support to causes they hold dear to their hearts.

We hope you'll join us in promoting the message of GivingTuesday (yes, all one word!) to the Winthrop University community!

On Tuesday, December 2, the Winthrop community will come together to make a difference for students who need it most. Your gift will provide essential support that helps students stay on track, overcome challenges, and keep chasing their dreams.

We're specifically advocating for donations to the **Winthrop Fund**, **Winthrop Scholarship Fund**, and the **Gloria Jones Student Emergency Fund**, but your choice to give to any area you're passionate about makes an impact. Let's show our Eagles that their Winthrop family is behind them today and every day.

Are you ready to make a difference today?

# SOCIAL MEDIA

## **GivingTuesday**

GivingTuesday will take place from midnight to 11:59 pm on Tuesday, December 2, 2025.

## **GivingTuesday Website**

[www.winthrop.edu/givingtuesday](http://www.winthrop.edu/givingtuesday)

## **Social Media Headquarters**

The Winthrop University Alumni Association accounts will be the main places to see GivingTuesday media activity. We hope you will copy, draw from, or be inspired by the sample posts in this toolkit. You can also find content on the Winthrop University accounts.

## **Follow us, give, and inspire others to give like you!**

**Facebook** – [facebook.com/winthropalumni](https://facebook.com/winthropalumni)

**Instagram** – [@winthropalumni](https://www.instagram.com/winthropalumni)

**LinkedIn** – [linkedin.com/school/winthropuniversity](https://www.linkedin.com/school/winthropuniversity)

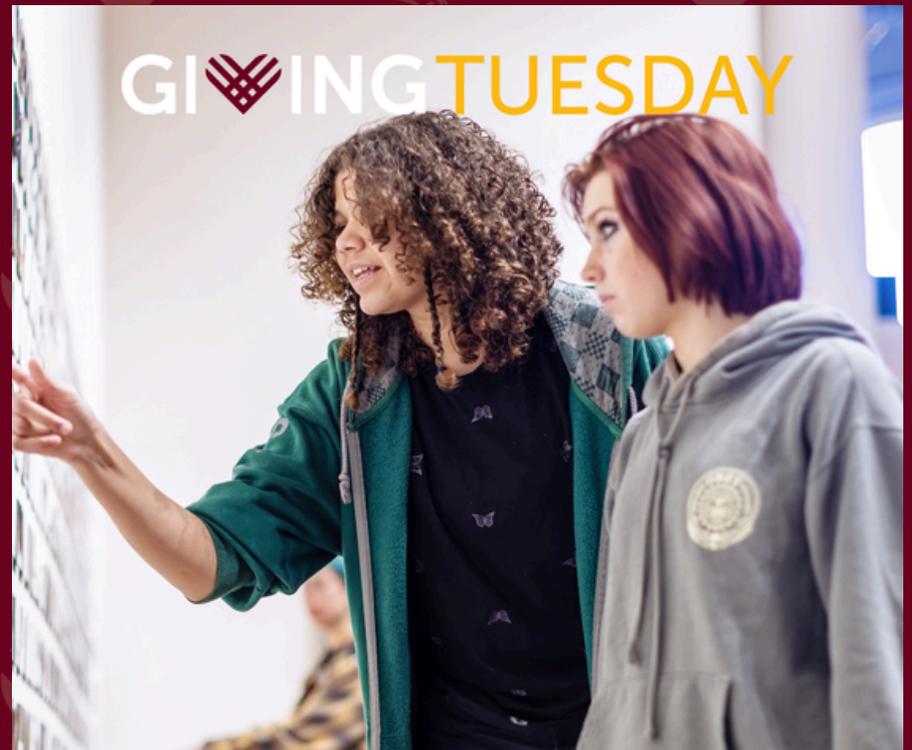
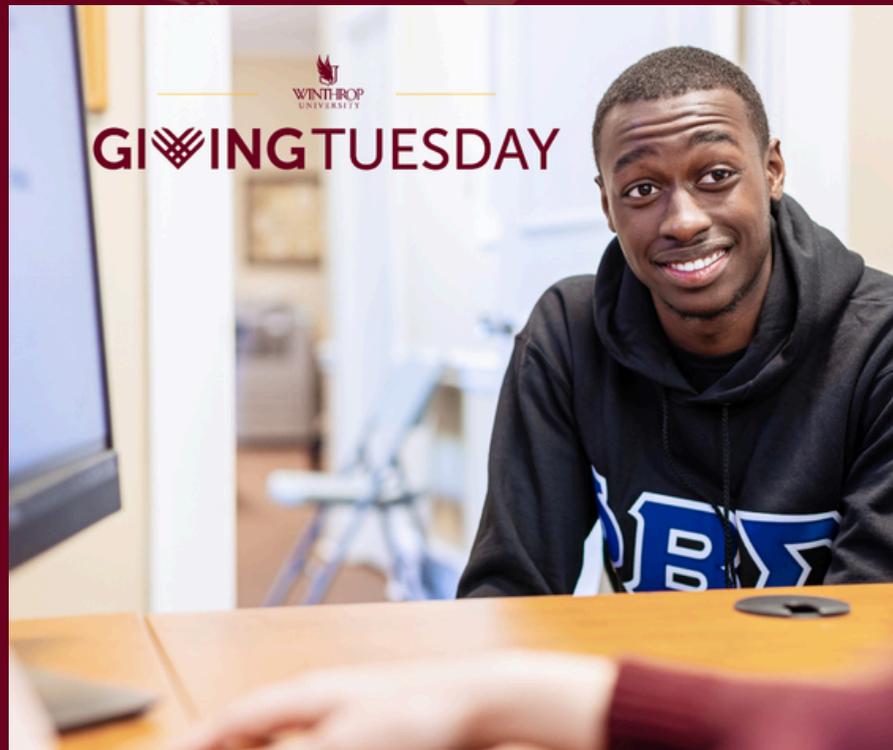
## **Relevant Hashtags**

**#GivingTuesday**

**#Winthrop**

**#WinthropUniversity**

# SOCIAL MEDIA GRAPHICS AND POSTS



# SOCIAL MEDIA GRAPHICS AND POSTS

**You can download the above and additional graphics here:**

- 1 - [Smiling student](#)
- 2 - [Two students in the Galleries](#)
- 3 - [Two students laughing near the Eagle statue](#)
- 4 - [Two students studying in front of the Little Chapel](#)
- 5 - [Student looking at vegetables](#)

## **Pre-Event Post Ideas**

Save the date! Tuesday, December 2, is #GivingTuesday, and every gift helps students soar. Let's make a difference together!  
[winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

Mark your calendars, Eagles! #GivingTuesday is on Tuesday, December 2. Together, we'll make a difference for students across campus by supporting scholarships, emergency aid, and essential programs. Get ready to show your Eagle pride! [winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

Eagles, it's almost time! #GivingTuesday kicks off tomorrow, so don't miss your chance to make a difference for students at Winthrop.  
[winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

# SOCIAL MEDIA

## GRAPHICS AND POSTS

### Day of Post Ideas

Good morning, Eagles...GivingTuesday is live! Every gift you make helps Winthrop students reach new heights. Let's soar together!  
[winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

It's here: #GivingTuesday is officially underway! Your gift today can help Winthrop students thrive – whether you choose to invest in scholarships, emergency aid, or vital campus programs, we need your support! [winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

Eagles, the day isn't over yet! There's still time to make your #GivingTuesday gift and help Winthrop students soar. Every gift makes an impact on our campus community. Don't miss out: give before midnight! [winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

It's the final countdown, Eagles! #GivingTuesday is coming to a close and we still need your help. Your generosity helps keep Winthrop students going and empowers them to fly high. Let's finish strong together! [winthrop.edu/givingtuesday](http://winthrop.edu/givingtuesday)

# SOCIAL MEDIA

## GRAPHICS AND POSTS

### Day After Post Ideas\*

What an incredible #GivingTuesday! Thank you to everyone who gave, shared, and celebrated Winthrop students. Final results are coming soon, so stay tuned to see the impact you made!

Eagles, you did it! #GivingTuesday was a huge success thanks to your generosity. We can't wait to share the full results soon... stay tuned and thank you for all your support!

Thank you, Eagles! Your #GivingTuesday support helped Winthrop students soar. Final totals are coming soon, so watch this space for the full impact of your generosity. We can't wait to share details about what we accomplished together!

\*Note that we will happily share GivingTuesday totals once they are available for your posting needs!

# POTENTIAL FAQs

## Can I send my gift in via mail?

GivingTuesday is time-limited, so we strongly encourage you to make your gift online on Tuesday, December 2. However, if we receive your mailed gift by **December 15** with "GivingTuesday 2025" in the memo line your gift will be counted towards the day's total. Contact our team at [giving@winthrop.edu](mailto:giving@winthrop.edu) to let us know we can count on your support!

## What payment methods do you accept online?

We accept debit and credit cards, direct debit, employer matches, Venmo, Apple Pay, and Google Pay.

## I've made my gift. How else can I help?

Thank you for your gift! We encourage you to show your love for Winthrop and celebrate **GivingTuesday** within your social networks.

## Need help?

For additional questions, or to speak with a member of our team, contact us at 800/801-1083 or [giving@winthrop.edu](mailto:giving@winthrop.edu).