



WINTHROP UNIVERSITY

GIVING DAY GUIDE

ESSENTIALS

BLEED GARNET



GIVE GOLD

Join us for **Bleed Garnet, Give Gold**, our university's annual Day of Giving! This special initiative is a rallying cry for our entire community to come together in support of our students, educators, and the university as a whole.

On this day, alumni, faculty, staff, students, parents, and friends are encouraged to make a donation — no matter the size — to various funds that directly benefit our campus community. Your contributions help provide scholarships, enhance academic programs, support research opportunities, and improve campus facilities.

By participating in **Bleed Garnet, Give Gold**, you're not just giving money; you're investing in the future of our university and its community. It's a chance to show your school pride, demonstrate the spirit of generosity, and make a tangible impact on the lives of countless individuals.

Whether you're an alumnus who cherishes the memories of your college years, a parent grateful for your child's education, a community member who believes in the power of higher education, a student eager to give back, or a faculty/staff member ingrained in the Eagle spirit, this is your opportunity to contribute.

Let's come together to **Bleed Garnet** and **Give Gold** — because every gift counts, and every donor makes a difference! #BleedGarnetGiveGold

Are you ready to make a difference today?

ESSENTIALS

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GIVE GOLD

Why does Winthrop hold a Day of Giving?

Our Day of Giving is a way to engage alumni, faculty, staff, students and friends through an annual philanthropy event in April. This 24-hour endeavor creates an opportunity to tell a range of Winthrop Eagle stories in a way that inspires support for our critical programs.

Can I send my gift in via mail?

Our Day of Giving is time-limited, so we strongly encourage you to make your gift online on Tuesday, April 22-Wednesday, April 23. However, if we receive your mailed gift by April 23 with "Giving Day 2025" in the memo line your gift will be counted towards the day's total. Contact our team at 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 **Bleed Garnet**, **Give Gold** 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.

SOCIAL MEDIA

BLEED GARNET



DAY OF GIVING 2025

Bleed Garnet, **Give Gold** takes place from noon on Tuesday, April 22-noon on Wednesday, April 23. The goal is 1,000 donors.

DAY OF GIVING WEBSITE

www.winthrop.edu/dayofgiving

DAY OF GIVING SOCIAL MEDIA HEADQUARTERS

Winthrop University Alumni Association will be the main place to see Day of Giving social media activity. We hope you will copy, draw from, or be inspired by the sample posts and emails in this toolkit. While other Winthrop University channels will also post and share Day of Giving content, @winthropalumni will be your primary hub.

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

Facebook – facebook.com/winthropalumni

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

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

DAY OF GIVING HASHTAG

#BleedGarnetGiveGold

DAY OF GIVING LOGOS

Download the [official logo here](#) and/or [the banner here](#).

SOCIAL MEDIA

BLEED GARNET



HASHTAG AND BEST PRACTICES

The main hashtag is **#BleedGarnetGiveGold**.

- Please use this tag in all social media posts related to Day of Giving. You can also consider adding #WinthropAlumni and #Winthrop as hashtags.
- Don't put spaces within the hashtags.
- Capitalize the hashtags as shown above.
- Remember that Instagram does not allow links in captions; therefore, you will need to add the Day of Giving link to your link in bio.

SAMPLE POSTS

PRE-EVENT SAMPLES

Every year, passionate #Winthrop University supporters come together for 24 hours to show their pride (Bleed Garnet) and help pave the way for future Eagles (Give Gold) through donations. This year's Day of Giving is April 22-23! Will you join me and help us reach our goal in 24 hours? www.winthrop.edu/dayofgiving #BleedGarnetGiveGold

#BleedGarnetGiveGold — #Winthrop's 24-hour Day of Giving that helps raise dollars for student scholarships, student and alumni programs, faculty-led research and much more — begins April 22 at noon, but you don't have to wait until then to make your mark! See how you can change lives now: www.winthrop.edu/dayofgiving

SOCIAL MEDIA

**BLEED
GARNET**



**GIVE
GOLD**

DAY OF EVENT SAMPLES*

Let's [#BleedGarnetGiveGold](#) NOW! 24 hours to give + nearly 15 [#Winthrop](#) causes to support our future leaders, artists, dreamers, teachers, doers, and more: www.winthrop.edu/dayofgiving

Today, we come together to shape Winthrop University's future. All gifts, no matter the size, can help our Eagles soar! www.winthrop.edu/dayofgiving
[#BleedGarnetGiveGold](#)

Psst – hey, you! Want to know a secret on how to change lives now? Then join me for [#BleedGarnetGiveGold](#), [#Winthrop University's](#) annual 24-hour Day of Giving. www.winthrop.edu/dayofgiving

*You may also feel free to craft your own as long as it: 1. Incorporates the hashtag; 2. Includes the correct Day of Giving link; and 3. Accurately reflects the challenges and matches.

POST-EVENT

Thank you for making [#Winthrop University's](#) Day of Giving a success! See the positive impact you made all because you BLED GARNET and GAVE GOLD. www.winthrop.edu/dayofgiving
[#BleedGarnetGiveGold](#)

EMAILS

**BLEED
GARNET**



**GIVE
GOLD**

EMAIL COMMUNICATION - ON CAMPUS

Subject: April 22 and 23 - Bleed Garnet, Give Gold!

Colleagues,

Winthrop will host a 24-hour Day of Giving event, scheduled for noon on Tuesday, April 22-noon on Wednesday, April 23. Our collective work last spring resulted in a record number, with more than 1,000 donors total! Together, we can make this year even bigger.

Here are several ways we can all contribute:

1. Consider giving to a specific fund that speaks to your passions. You can visit www.winthrop.edu/dayofgiving to see this year's highlighted needs.
2. Promote within your own networks via social media, including LinkedIn and Facebook. A call to action can mean more coming directly from you!
3. Make your way over to the West Center pool at 11 a.m. on Tuesday, April 22, when representatives from our colleges and divisions will compete in an Eagle Float Race. Whoever wins the race earns money for his/her/their respective college/division!
4. Stop by the Student Alumni Council's Day of Giving table on Scholars Walk.

Let's #BleedGarnetGiveGold!