

### What is All in for UT?

#allinforUT is UT's annual give day dedicated to giving back and showing how we can support The University. All gifts, regardless of size, add up to have an enormous impact and show how we are all in for UT no matter where we are in the world. Check the website for a detailed calendar at [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT).

Go all in on Tuesday April 13, 2021 and celebrate our big day of philanthropy from all our Alumni, Friends and Family!

### How to be a Social Media Ambassador

1. Contact Sara Guando at [sguando@ut.edu](mailto:sguando@ut.edu) and let her know that you are #allinforUT! On April 13, 2021 give your social media accounts an #allinforUT makeover.
2. Save the social media-ready images on the #allinforUT website at [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT). Upload them to your profile or banner image or in a post/tweet. We will also send you some cool swag to include in your photos!
3. Send an email to your family and friends. You can use one of the email templates below or send your own message to loved ones asking for support and telling them what UT means to you!
4. Promote and participate in specialty contests! Prizes will be awarded to Give Day's first and last gifts on April 13th, milestone markers of donors and gifts, the gift from furthest from campus, youngest alumni donor, and more!
5. Look for #allinforUT activities, contests, and giveaways across campus on Tuesday, April 13, 2021!



### Sample Facebook Posts

Examples for post leading up to #allinforUT:  
· #allinforUT is April 13, 2021! Join me in making a difference at The University of Tampa. Learn how: [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT)

Examples of ways you can spread the word about #allinforUT on April 13, 2021:

- A little goes a long way when Spartans all over the world team up and give together. Make today count at [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT)
- My #allinforUT is for [indicate your reason for giving or why you love the UT]. What is your one day for? [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT)

### Email Example:

Subject: Help me go #allinforUT!

You may not know it but Tuesday, April 13, 2021 is UT's Day of Giving and I'm going #allinforUT!

#allinforUT is a day that students, alumni, families, friends and community members come together to show their support for The University of Tampa and the powerful impact we can all make together! This day supports UT through academic scholarships, programs, improvements, athletics and more.

Every gift makes a difference. Throughout the day there will be contests on social media, and through gift giving such as first gift of the day and last, milestone marks for number of donors, and randomly selected participants on social media who share our message using #allinforUT!

For more information, and to give today, visit [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT) and go #allin!

Sincerely,  
(your name)

### Sample Twitter and Instagram Posts

Examples of posts to use leading up to #allinforUT:

- Make a difference at @uoftampa by giving back on April 13, 2021! #allinforUT
- Save the date! #allinforUT is April 13, 2021!

Here's what you can say on April 13, 2021 for #allinforUT:

- Today is @uoftampa #allinforUT! Join me: [www.ut.edu/allinforUT](http://www.ut.edu/allinforUT)
- Today's the day! Make a difference at @uoftampa by giving back. I did! #allinforUT [www.ut.edu/giving](http://www.ut.edu/giving)
- Hey, alumni! Show your Spartan pride. Donate today. [www.ut.edu/giving](http://www.ut.edu/giving) #allinforUT

