

bishops GIVING DAY

ADVOCATE TOOLKIT



THANK YOU FOR BEING A SPECIAL PART OF GIVING DAY

On **Tuesday, March 25**, the Wesleyan community—alumni, students, faculty, staff, parents, and friends—will come together to show their Bishop Pride by giving back to the University. Your support, now more than ever, makes it possible for NCWU to offer a unique Wesleyan experience and assist our students across all fields of study.

Advocates like YOU play a crucial role in spreading the word about **A Day for Wesleyan** (DFW) by encouraging your network to support the programs and initiatives you care about most. Last year, your contributions made an incredible impact, and this year, we have an ambitious goal—**to raise \$130,000 in just 24 hours!**

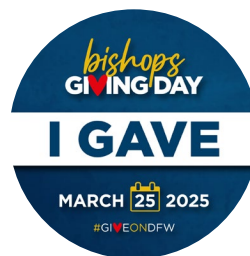
Show off your support for our 6th annual **A Day for Wesleyan** giving campaign with these special-edition graphics for your social media accounts. Don't forget to join the online conversation by using **#GiveOnDFW** or **#DFW2025** in your posts.

PROFILE PICTURES

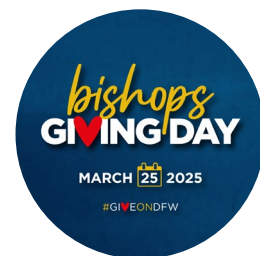
Update your profile picture to show your support on A Day for Wesleyan.

Step 1: Download the profile picture.

Step 2: Set the image as your profile picture across your social media accounts.



Profile Picture 1



Profile Picture 2

FACEBOOK COVER PHOTO

Update your Facebook cover photo to let friends know that you're supporting #DFW2025

Step 1: Download the cover photo.

Step 2: Go to your Facebook Profile.

Step 3: Click the "Edit Cover Photo" button and upload the DFW Facebook cover photo.



SOCIAL MEDIA POSTS

Show your support for DFW by downloading these special-edition graphics and sharing them on social media! Be sure to use **#GiveOnDFW** or **#DFW2025** in your posts.

Step 1: Download an image.

Step 2: Copy and paste one of the suggested captions below.

Step 3: Share on your social media!



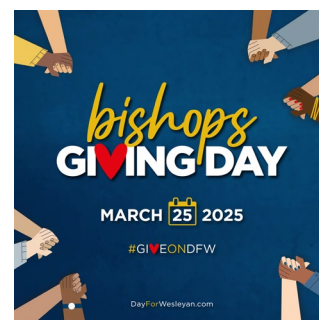
Facebook Post 1



Facebook Post 2



Instagram Story



Instagram Post 1



Instagram Post 2

SUGGESTED CAPTIONS

- The wait is over... **#DFW2025** is here! Today is your chance to make a difference for NCWU students. Join me in giving back to the school we love at dayforwesleyan.com **#GiveOnDFW**
- Today's the day! I just gave to support NCWU—now it's your turn! Be part of something big—give today, change tomorrow at dayforwesleyan.com **#DFW2025 #GiveOnDFW**
- Today on **#DFW2025**, I gave to [fund of choice] because [why you gave]. Will you join me? Let's make a difference for NCWU students! dayforwesleyan.com **#GiveOnDFW**
- One day. One goal. One BIG impact. Help support the next generation of Bishops by making a gift to NCWU at dayforwesleyan.com. Let's make an difference! **#DFW2025 #GiveOnDFW**
- Show your Bishop pride! Support NC Wesleyan University on March 25 by making a gift at dayforwesleyan.com. Every gift counts! **#DFW2025 #GiveOnDFW**
- Every gift matters on **#DFW2025**! No matter the size, your donation makes a difference for NCWU students. Join me in giving today at dayforwesleyan.com **#GiveOnDFW**