

4W FOR WESLEYAN

GIVE TODAY. FOR WESLEYAN'S TOMORROW.



ADVOCATE TOOLKIT

THANK YOU FOR BEING A SPECIAL PART OF OUR 2025 GIVING CAMPAIGN

Momentum is building at Wesleyan! From the launch of our new nursing school to the expansion of graduate programs in IT Management and Public Health. As a small, private institution, we face many challenges, but your support ensures we continue growing and thriving. Together, we can strengthen our campus and community for generations to come.

Advocates like YOU play a crucial role in spreading the word about **For Wesleyan (4W)** by encouraging your network to support the programs and initiatives you care about most.

Show off your support **For Wesleyan** with these special-edition graphics for your social media accounts. Don't forget to join the online conversation by using **#4W**, **#ForWesleyan**, or **#WESleyan** in your posts.

PROFILE PICTURES

Update your profile picture to show your support during 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 #ForWesleyan

- Step 1:** Download the cover photo.
- Step 2:** Go to your Facebook Profile.
- Step 3:** Click the "Edit Cover Photo" button and upload the 4W Facebook cover photo.



ForWesleyan.com

SOCIAL MEDIA POSTS

Show your support for 4W by downloading these special-edition graphics and sharing them on social media! Be sure to use **#4W**, **#ForWesleyan**, or **#Wesleyan** 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

- I gave **#ForWesleyan** because I believe in the power of education and opportunity. Join me in making a difference before October 31! **#4W #Wesleyan**
- I've shown my support — now it's your turn! Together we can create a brighter future For Wesleyan. Make your gift today and encourage others to do the same. **#ForWesleyan #4W**
- When we come together, amazing things happen. I'm proud to stand **#ForWesleyan** and for our students. Will you join me? **#4W #Wesleyan**
- I gave **#ForWesleyan** because [*insert personal reason here: "Wesleyan changed my life," "our students deserve every opportunity," etc.*]. What's your reason? **#4W #Wesleyan**
- The **#ForWesleyan** campaign is about more than giving — it's about community, pride, and purpose. I'm proud to be part of it. Are you in? **#4W #Wesleyan**
- Every gift counts. Every Bishop matters. I gave **#ForWesleyan** — now I'm encouraging YOU to do the same before October 31! **#4W #Wesleyan**