



GIVE TODAY. FOR WESLEYAN'S TOMORROW.



ADVOCATE TOOLKIT

THANK YOU FOR BEING A SPECIAL PART OF GIVING DAY

On **Tuesday, March 31**, 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.

Show off your support for our 7th 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 **#4W** or **#ForWesleyan** 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
[Download](#)



Profile Picture 2
[Download](#)

FACEBOOK COVER PHOTO

Update your Facebook cover photo to let friends know that you're supporting A Day for Wesleyan.

- 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.



MAKE YOUR GIFT ON OR BEFORE **MARCH 31** | [ForWesleyan.com](#)
[Download](#)

SOCIAL MEDIA POSTS

Show your support for A Day for Wesleyan 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!



Instagram Story
[Download](#)



Social Post 1
[Download](#)



Social Post 2
[Download](#)

SUGGESTED CAPTIONS

- The wait is over...A Day **#ForWesleyan** is here! Today is your chance to make a difference for NCWU students. Join me in giving back to the school we love at forwesleyan.com **#4W**

- 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 forwesleyan.com **#4W #ForWesleyan**

- Today on A Day **#ForWesleyan**, I gave to [fund of choice] because [why you gave]. Will you join me? Let's make a difference for NCWU students! forwesleyan.com **#4W**

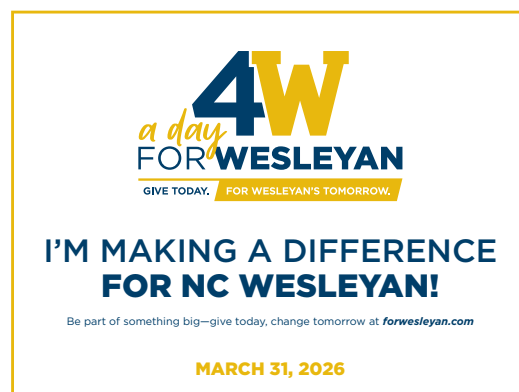
- One day. One goal. One BIG impact. Help support the next generation of Bishops by making a gift to NCWU at forwesleyan.com. Let's make an difference! **#4W #ForWesleyan**

- Show your Bishop pride! Support NC Wesleyan University on March 25 by making a gift at forwesleyan.com. Every gift counts! **#4W #ForWesleyan**

- Every gift matters on A Day **#ForWesleyan**! No matter the size, your donation makes a difference for NCWU students. Join me in giving today at forwesleyan.com **#4W**

GIVING DAY SIGN

Download and print this special-edition sign to show your support this Giving Day. Hang them on your door, in your office, or anywhere others can see!



[Download](#)