

## Day of Caring Email #1

Subject: Ready for #TogetherWKU?

Sent: Wednesday, April 8, 2020 at 9:51 am



WKU's Day of Caring is tomorrow, April 9, and we want you to get involved! Day of Caring is a 24-hour opportunity to celebrate the connections we have each made because of WKU. Thanks to those connections, we can face any challenge together.

Through the participation of Hilltoppers near and far, we will show the strength and commitment of the WKU Family. Help celebrate **#TogetherWKU** for all 24 hours tomorrow.

Have questions? Visit [wku.edu/dayofcaring](http://wku.edu/dayofcaring) to learn more.



P.S. We are very excited to celebrate Day of Caring. Please excuse our multiple emails! We'll be back to the normal volume of emails soon.

 **WKU PHILANTHROPY**

WKU Philanthropy

1906 College Heights Blvd. #11005 | Bowling Green, Kentucky 42101

Click here to [Unsubscribe](#).

## Day of Caring Email #2

Subject: Today is WKU's Day of Caring

Sent: Thursday, April 9, 2020 at 7:25 am

4.9.20

# WKU DAY of CARING

#TogetherWKU

### Today is WKU's Day of Caring!

Let's celebrate the connections we have each made because of WKU.

#### Here's how you can get involved:



**JOIN** Participate in our social challenges and include #TogetherWKU. Look for posts on @wkualumni throughout the day about your favorite Hilltopper who influenced your WKU experience, and offer your own encouragement and advice for the Class of 2020.



**SHARE** Ask others in your social networks to join in!



**SUPPORT** The COVID-19 pandemic continues to present challenges for the entire WKU Family, including our Hilltoppers who are working hard to continue their academic work. If you are able, you can help by making a gift to support students whose ability to complete this semester is challenged by the economic realities of this time.

Visit [wku.edu/dayofcaring](http://wku.edu/dayofcaring) to learn more.

P.S. We are very excited to celebrate Day of Caring. Please excuse our multiple emails! We'll be back to the normal volume of emails soon.

 **WKU PHILANTHROPY**

WKU Philanthropy  
1906 College Heights Blvd. #11005 | Bowling Green, Kentucky 42101  
[Click here to Unsubscribe.](#)

# Day of Caring Email #3

Subject: WKU connections are for a lifetime

Sent: Thursday, April 9, 2020 at 2:03 pm



### There's still time to celebrate your WKU connections for Day of Caring!

Here are some great examples of how Hilltoppers are connecting through social media:



The COVID-19 pandemic continues to present challenges for the entire WKU Family, including our Hilltoppers who are working hard to continue their academic work. Some students lack the personal technology required to access online courses, many have faced a loss of income with the closure of their places of employment, and others will face new issues that seemed unthinkable a short while ago.

If you are able, you can help WKU students whose ability to complete this semester is challenged by the economic realities of this time by making a gift. Visit [wku.edu/dayofcaring](http://wku.edu/dayofcaring) to learn more.

**GIVE NOW**



P.S. We are very excited to celebrate Day of Caring. Please excuse our multiple emails! We'll be back to the normal volume of emails soon.

## Day of Caring Email #4

Subject: Thank you for joining us for Day of Caring

Sent: Friday, April 10, 2020 at 1:02 pm



We asked the entire WKU community to get involved for WKU's Day of Caring and, in true Hilltopper fashion, you showed up! Thank you!

Through the participation of Hilltoppers near and far, we have demonstrated the strength and commitment of the WKU community. Thank you so much for joining us to celebrate #TogetherWKU.



We also want to give a shoutout to Kris Starns, a senior Public Relations and Psychology major from Corbin, Ky., for putting together this video. Thanks for your hard work, Kris!

Thank you!

P.S. Thank you for helping Big Red advance to the Final Four in the [SiriusXM Mascot Challenge](#). Watch your social media on Monday to get him to the Championship!

 **WKU PHILANTHROPY**

WKU Philanthropy

1906 College Heights Blvd. #11005 | Bowling Green, Kentucky 42101

Click here to [Unsubscribe](#).



# WKU Day of Caring Social Post Examples

**WKU Alumni** @WKUAlumni · Apr 8

WKU's Day of Caring is tomorrow, and we want you to get involved! Through the participation of Hilltoppers near and far, we will show the strength and commitment of the #WKU Family. Help celebrate #TogetherWKU for all 24 hours tomorrow. [wku.edu/dayofcaring](http://wku.edu/dayofcaring)



18 Retweets 20 Likes

**WKU Alumni** @WKUAlumni · Apr 9


Today is WKU's Day of Caring! Let's celebrate the connections we have each made because of #WKU. Use #TogetherWKU to share your favorite WKU memories. Learn more at [wku.edu/dayofcaring](http://wku.edu/dayofcaring).



25 Retweets 46 Likes

**WKU Alumni** @WKUAlumni · Apr 9

Calling all Hilltoppers! Many students feel as though their senior year was cut short, but we know that your time as a Hilltopper doesn't end at graduation. Take a moment to share encouragement or advice for the Class of 2020 in the comments! #TogetherWKU



3 Retweets 19 Likes

**WKU Alumni** @WKUAlumni · Apr 9

Did a #WKU faculty/staff member or fellow Hilltopper shape your experience on the Hill? Tell us about the life lessons you learned and how those connections have changed your life. #TogetherWKU



2 Retweets 13 Likes

**WKU Alumni** @WKUAlumni · Apr 9

It's throwback time! Post your favorite photos of the Hilltoppers in your life. Let's see that #WKU Spirit! Tag @WKUAlumni and use #TogetherWKU for a chance to be featured.



2 Retweets 8 Likes

**WKU Alumni** @WKUAlumni

We asked the #WKU community to get involved for Day of Caring and, in true Hilltopper fashion, you showed up! Thank you! We also want to give a shoutout to Kris Starns, a senior from Corbin, Ky., for putting together this video. #TogetherWKU



1:33 PM · Apr 10, 2020 · Twitter Web App

4 Retweets 11 Likes

**WKU Alumni** @WKUAlumni · Apr 9

We're so excited that we just hit 7,000 followers on this awesome Day of Caring! Go Tops! 🎉🎉🎉 #TogetherWKU

2 Retweets 3 Retweets 31 Likes

**WKU Alumni** @WKUAlumni · Apr 8  
 ❤️❤️ #TogetherWKU ❤️❤️

**WKU Libraries** @WKULibraries · Apr 8  
 Day of Caring #TogetherWKU Western Kentucky University



0:19 | 1.2K views

18

**The Kentucky Museum**  
 @TheKYMuseum

Today, we stand with our fellow Hilltoppers, and encourage you to maintain recommendations for combating the pandemic.

We hope you and your loved ones are, and continue to be, safe and well.

#TogetherWKU


So powerful is the light of unity that it can illuminate the whole earth.

BAHA'U'LLAH

7:01 AM · Apr 9, 2020 · Hootsuite Inc.

**Jessica Basham**  
 @JessOnTheHill

All the good things in my life happened because I chose WKU! #HilltopperFamily #TogetherWKU





**Matt Morrison**  
@WKUMoJo

I could talk all day on how #WKU molded me into who I am today. I am forever grateful for this campus. There was never a doubt where I wanted to go to school and where I wanted to work to make a difference. The people are amazing and the spirit is infectious. #TogetherWKU

WKU Alumni

10:19 AM · Apr 9, 2020 · Twitter Web App

7 Retweets 79 Likes

**Guy Jordan**  
@arthistoryguy

Today we are celebrating our students with pics from the golden age of "When we were allowed to be together." Here is a recent one of WKU Art Students, Prof Yvonne Petkus, and I at the awesome Turner show at the @fristartmuseum #TogetherWKU #wkuart #climbwithus #wkupcal @WKUPcal

J.M.W. TURNER  
QUEST FOR THE SUBLIME

11:05 AM · Apr 9, 2020 · Twitter Web App

**chhs\_wku**  
@CHHS\_WKU

Claire, Student Worker in the #WKU Communications Disorders Clinic shares a story for children who are taking a break from clinical services. Thank you for supporting our community & showcasing the strength of the #HilltopperFamily! Watch: [youtu.be/I113JOSqlf0](https://youtu.be/I113JOSqlf0) #TogetherWKU

Reading with Miss Claire- "May I Please Have a Cookie?"

12:00 PM · Apr 9, 2020 · Twitter Web App

4 Retweets 9 Likes

**Daniel Langdon**  
@\_Beansie

When I moved here 6 years ago I always had the dream of working within the Athletics department. I always enjoyed coming to the games with my friends. Over 2 years now I made that dream come true and have loved every minute of it. Looking forward to years to come! #TogetherWKU

1:50 PM · Apr 9, 2020 · Twitter for iPhone

13 Likes

**Dani Pugh**  
@daniPUGH01

From playing to coaching.. there's just something special about being on The Hill! [#togetherWKU](#)

5:29 PM · Apr 9, 2020 · Twitter for iPhone

2 Retweets 51 Likes

**Austin Griffiths, Ph.D.**  
@GriffithsPhD

As we celebrate our Day of Caring at Western Kentucky University, I am reminded of what a special place this is. From being a student, staff member, and now as faculty, [@WKU](#) has shaped my life and challenged me along the way. Go Tops! [#TogetherWKU](#) [@WKUAlumni](#)

**Tim Caboni**

5:58 PM · Apr 9, 2020 from Kentucky, USA · Twitter for iPhone

3 Retweets 28 Likes

**Ryan Dearbone**  
@dbo83

[#TogetherWKU](#) [@WKUPcal](#) [@wku](#) [@wkuphlanthropy](#)  
Let's show that Topper spirit and celebrate the Day of Caring. We are Hilltoppers, no matter where are and what we do. We are bonded as one. [#GoTops](#) [#WKU](#) [#livingpcal](#)

6:36 PM · Apr 9, 2020 · Twitter for iPhone

2 Retweets 21 Likes

**Hannah Muñoz**  
@hannah\_munoz22

Because of [@wku](#) I can climb hills and mountains [#togetherwku](#)

**WKU Study Abroad**

7:40 PM · Apr 9, 2020 from Norway · Twitter for iPhone

1 Retweet 27 Likes



**WKU Dance Team**  
@WKUTopperettes

#TogetherWKU

As we endure these difficult times, we're reminded that we're in this together. We asked our team to share what WKU means to them:

Jerrica: "WKU has been my second home for three years now! It has allowed me to meet so many amazing people and grow as a person!"



8:30 AM · Apr 9, 2020 from Bowling Green, KY · Twitter for iPhone

5 Retweets 17 Likes

**WKU CEBS**  
@WKUCEBS

You can't consider the phrase "WKU connections" without thinking of our graduating 2020 class. Within the next hour, we'll showcase some advice from faculty and staff for our departing CEBS class. #WKUClassof2020 #TogetherWKU



9:00 AM · Apr 9, 2020 · Hootsuite Inc.

**WKUSEAS**  
@WKUSEAS

Today is #WKU Day of Caring. Show your support for your Hilltopper family today. Be sure to tag us in your favorite memories. @WKUSEAS #togetherWKU @WKUASCE



9:41 AM · Apr 9, 2020 · Twitter for iPhone

1 Retweet 13 Likes

**WKU Alumni**  
@WKUAlumni

How exciting to hear from Hall of Distinguished Alumni inductee Becky Ann Baker ('75)! Go Tops! ❤️❤️ #TogetherWKU ❤️❤️

**WKU Potter College** @WKUPcal · Apr 9

A special message from @wku Distinguished Alumni Becky Ann Baker on WKU Day of Caring #TogetherWKU @WKUAlumni @WKUTheatreDance

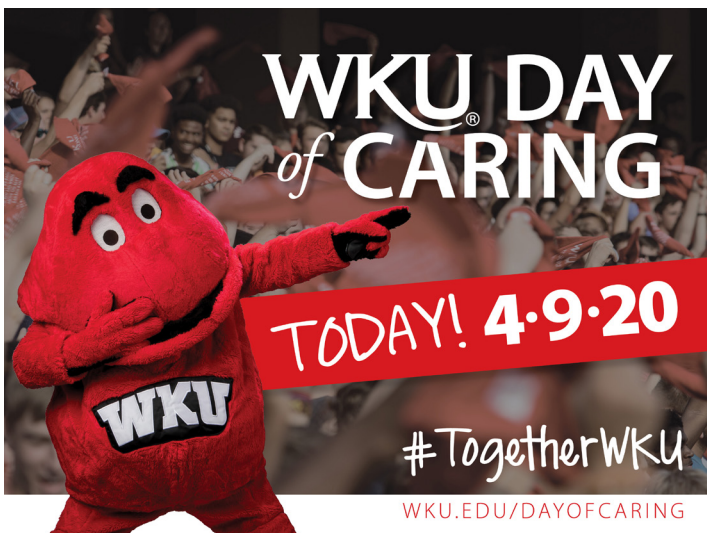
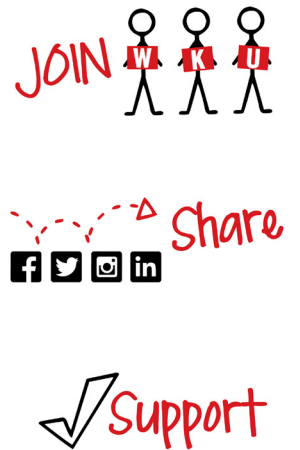
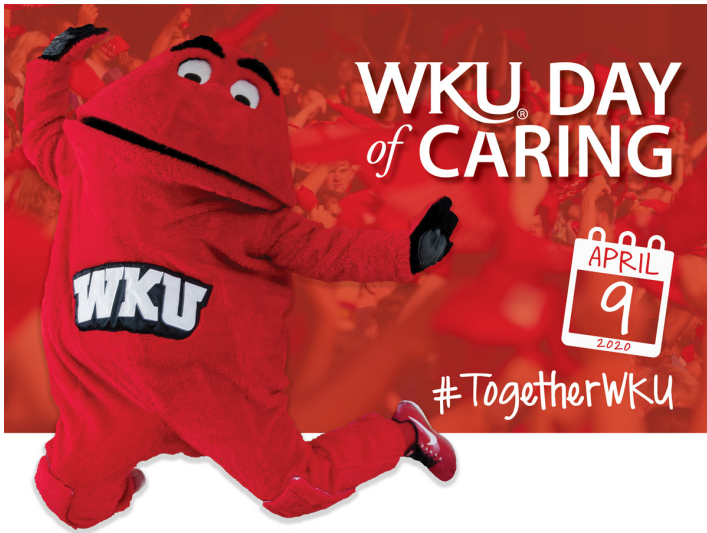


10:47 AM · Apr 9, 2020 from Kentucky, USA · Twitter for iPhone

3 Likes



WKU Day of Caring Graphics





**WKU DAY**  
of **CARING** **4-9-20**  
#TogetherWKU

Calling all Hilltoppers! Share encouragement or advice for the Class of 2020 in the comments!  
WKU.EDU/DAYOFCARING

**WKU DAY**  
of **CARING** #TogetherWKU

**TAG A HILLTOPPER WHO...**

*Makes you laugh...*

*Works hard...*

*Is always there for you...*

*LOVES their red towels...*

*Made your time at WKU special...*

**WKU DAY**  
of **CARING**

Use our template to tag your favorite Hilltoppers!

**DON'T FORGET TO TAG @WKUALUMNI!**

WKU.EDU/DAYOFCARING

**WKU DAY**  
of **CARING** **4-9-20**  
#TogetherWKU

WKU.EDU/DAYOFCARING

**4-9-20** **WKU DAY** of **CARING** #TogetherWKU

WKU.EDU/DAYOFCARING

**WKU DAY**  
of **CARING** #TogetherWKU

WKU.EDU/DAYOFCARING

**THANK YOU**

**WKU DAY**  
of **CARING** #TogetherWKU





WKU DAY  
*of* CARING **4·9·20**

#TogetherWKU



WKU DAY  
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# WKU<sup>®</sup> DAY *of* CARING

**4·9·20** #TogetherWKU

WKU<sup>®</sup> DAY  
*of* CARING

[wku.edu/dayofcaring](http://wku.edu/dayofcaring)



#TogetherWKU

WKU<sup>®</sup> DAY  
*of* CARING

#TogetherWKU



# WKU<sup>®</sup> DAY *of* CARING

4.9.20 #TogetherWKU



## Day of Caring celebrates WKU connections

**W**KU held Day of Caring on Thursday, April 9, as a way to bring together Hilltoppers around the globe and celebrate the connections made because of WKU. Thanks to those connections, WKU students, faculty, staff, alumni and friends can face any challenge together, including these extraordinary times of the COVID-19 pandemic.

“WKU’s Day of Caring grew out of a desire to celebrate the many connections we have each made because of WKU,” said **WKU President Timothy C. Caboni** (’94). “We asked the entire WKU Community to engage, and they showed up in tremendous ways – further signaling the strength of the bonds within our Hilltopper Family.”

“We know many members of the WKU Family are adapting to new situations where they are disconnected from loved ones and friends, and we wanted to highlight the ways in which we can still connect and interact,” said **Amanda Trabue** (’02, ’04, L), Vice President for Philanthropy and Alumni Engagement.

Day of Caring offered an opportunity to reminisce about favorite WKU memories and meet new friends over social media, and Hilltoppers from around the globe joined in to share stories, memories and photos.

Social posts on the WKU Alumni Association channels challenged followers to update their Facebook profile picture with the Day of Caring frame; give encouragement and advice for the Class of 2020; share the faculty, staff or fellow Hilltopper who shaped their WKU experience; and post throwback photos or new photos of lifelong WKU connections.

The COVID-19 pandemic continued to present challenges for the entire WKU Family, including our Hilltoppers who were working hard

to continue their academic work. Some students lacked the personal technology required to access online courses, many faced a loss of income with the closure of their places of employment, and others faced new issues that seemed unthinkable a short while ago.

“The focus of Day of Caring was the celebration of the WKU Family, but we wanted to provide the opportunity for alumni and friends who were able to help WKU students whose ability to complete the semester was challenged by the economic realities of the time,” shared Trabue.

The WKU Opportunity Fund, WKU Alumni Initiatives Fund and the WKU Food Pantry, part of the Office of Sustainability, were highlighted on Day of Caring because they are providing emergency assistance for unexpected financial needs including housing and meal assistance, loss of income, technology needs to complete alternative delivery of courses for students and other expenses.

On Day of Caring, the University received 258 gifts from 332 donors totaling \$49,553. This includes 21 first-time donors.

“We are extremely thankful to those who made a gift on Day of Caring, especially those who gave for the first time,” said Trabue. “Your support during this time shows our students that there truly are people here for them.”

“Day of Caring was such a great day,” added Trabue. “It was a fun way to connect, and we’d love to continue the celebration of the WKU Spirit on social media. Hilltoppers have a lot of heart, and it shows.”

If you missed Day of Caring, you can still share your favorite WKU memories and photos anytime! Tag the WKU Alumni Association in your post and use #TogetherWKU. ■ **DEANNA M. JENKINS** (’09, ’17, L)





## CORPORATE PARTNERSHIP

On Day of Caring, ARGI Financial Group announced a five-year commitment to partner with the Gordon Ford College of Business and the Center for Financial Success.

ARGI Financial Group is a comprehensive wealth management, tax and business advisory firm headquartered in Louisville, Ky., with nine locations around the region including one in Bowling Green, Ky. Staff at ARGI frequently volunteer with the Gordon Ford College of Business, the firm often hires several WKU students for annual summer internship programs and 25 WKU alumni are currently members of the ARGI family.

“Our mission at ARGI, from the beginning, has been to improve lives with every relationship, and this relationship is no different,” shared **Joe Reeves ('93, L)**, CEO of ARGI Financial Group. “Over the next five years, our firm will partner with the University and the College to continue the pursuit of excellence. We will provide support to keep up with the latest industry standards and assist faculty in their continued efforts to

immerse students in real-world experiences, while instilling in students that having a heart of service is at the center of our profession.”

The partnership with ARGI will also support the WKU Center for Financial Success to ensure that those who need financial counseling and education will have access to resources.

Reeves, whose daughter was finishing her senior year in college during the pandemic, shared some advice for the WKU Class of 2020.

“I know your senior year has not gone according to plan, but don't let these circumstances deter you from achieving your goals,” said Reeves. “I've realized throughout life that with adversity comes opportunity. Through this challenge, you will come out stronger.”

Reeves also suggests to take this unique time to not only grow as a person, but to focus on caring for others.

“You will be amazed at what helping others with their problems does for your own,” said Reeves. “Keep your head up and continue to pursue your dreams.”







## OPPORTUNITY FUND

**Sherrie Swanberg ('79, L) and Chris Swanberg ('81, L)** of New Braunfels, Texas, made a gift of \$10,000 to the Ogden College of Science & Engineering Opportunity Fund as part of Day of Caring.

A phone call with Dr. Greg Arbuckle, Dean of the Ogden College of Science & Engineering, the week before Day of Caring would ultimately inspire their gift.

“Dr. Arbuckle shared issues some students were facing with being able to afford getting ready for distance learning in response to COVID-19,” said Chris Swanberg. “Ogden College was making every effort it could to help mitigate the financial impact for students needing assistance.”

To honor their connection to Ogden College and the spirit of Day of Caring, the Swanbergs’ gift directly helps

provide resources to remove barriers for access to education for students within Ogden College. The Ogden College of Science & Engineering Opportunity Fund is administered by the Dean of the College, who can direct funds to the most immediate need.

“It was nice to see fellow alumni step up where they could to help pay back for their time at WKU in light of the special circumstances this pandemic created,” said Sherrie Swanberg.

Sherrie Swanberg received an Associate of Arts in Medical Secretarial Administration in 1979, and Chris Swanberg received a Bachelor of Science in Environmental Engineering Technology in 1981. The Swanbergs are Lifetime Members of the WKU Alumni Association.



The WKU Opportunity Fund is a donor-driven fundraising campaign to benefit WKU students through needs-based financial assistance in support of recruitment, retention and educational experiences that might otherwise remain out of students’ reach.



# SCHOLARSHIP SUPPORT

Announced on Day of Caring, **Dr. Janet Tassell (A)** and **Brad Tassell ('13, A)** established a scholarship in memory of Dr. Tassell's parents, Paul and Dee Ann (Oxley) Hagemeyer.

The Paul and Dee Ann Hagemeyer Scholarship will support students from southern Indiana who are pursuing a degree in education.

"Having the opportunity to promote becoming an educator and honor my parents' history of service was such a great combination," said Dr. Tassell. "As anyone who has had a great teacher knows, doors open up. We want to do everything we can to bring more people to the field of education, and especially those interested in mathematics and science."

Paul Hagemeyer was an elementary school teacher for more than 40 years in southern Indiana and Dee Ann Hagemeyer was a

homemaker with endless energy for community outreach. After they had both passed, a scholarship fund was a great way for the family to continue their legacy.

"Paul and Dee inspired and encouraged so many through great service for their community, and we believe it is the epitome of service for someone to want to become a teacher," said Brad Tassell.

"It was heartening seeing how other colleagues and friends joined in on Day of Caring," said Dr. Tassell. "I believe it shows the heart that WKU has in its people and the love people have for giving back to the next generation of learners."

Cole Mohr, an incoming freshman from Ferdinand, Ind., was named the inaugural recipient of the scholarship.

