

Giving Tuesday – Alumni Giving Week Outline
Monday, November 30 – Friday, December 4

- **Announce Alumni Giving Week on Monday, 11/23**
Gratitude message from OW (BBNC) and lookout next week
- **Monday, 11/30: Why is Oakwood meaningful to you?**
Post photos of campus spots (Danny's bench, the Gym, Senior Lot, Sanctuary, etc.)
Call out in The Lot (maybe offer swag incentives?)
- **Tuesday, 12/1: Look at what your legacy has created!**
Post photos of current students, faculty/staff, classes in session
Countdown to goal - # of gifts, # of alumni donors throughout the day
Post photos of Council members asking to join them, call out in The Lot for support
- **Wednesday, 12/2: Remember when?**
Post photos of class trips, reunions, old school photos
- **Thursday, 12/3: Thank you from Tree**
Post a short video from Tree thanking alumni for their support
- **Friday, 12/4: Class of 2021 IG Takeover**