SAMPLE TWEETS

Before Giving Day
• #Northeastern’s first Giving Day is coming! Mark your calendars for April 13 #NUGivingDay
  #HuskyPackGivesBack
• 24 hours of giving. A lifetime of impact. #NUGivingDay is coming. 4.13.17 #HuskyPackGivesBack
• A little can go a long way when Huskies get together and give together on April 13 for #NUGivingDay!

On Giving Day
• Only [xx] hours left to show your support on #NUGivingDay! Have you given yet? Givinday.northeastern.edu
• Increase your impact by making a gift today! Givinday.northeastern.edu #NuGivingDay #HuskyPackGivesBack
• #NUGivingDay is finally here! Celebrate and support @northeastern with Huskies all over the world Givinday.northeastern.edu

SAMPLE FACEBOOK POSTS

Before Giving Day
• 24 hours of giving. A lifetime of impact. Northeastern’s first Giving Day is on April 13. #NUGivingDay
  #HuskyPackGivesBack
• Northeastern’s first Giving Day is coming! Mark your calendars for April 13 #NUGivingDay
  #HuskyPackGivesBack

On Giving Day
• It’s finally here! Help us celebrate Northeastern’s first ever Giving Day! Givingday.northeastern.edu #NUGivingDay #HuskyPackGivesBack
• Whether $5 or $5,000, every gift matters! Give online and participate in hourly #NUGivingDay challenges
  for a chance to win even more for the unit of your choice! givingday.northeastern.edu