

MARCH 4, 2025
UNIVERSITY OF PUGET SOUND

ADVOCATE TOOLKIT

1,370 DONORS IN 24 HOURS. For 137 years, Puget Sound has produced Loggers who impact the world—and you are an integral part of that. As faculty and staff, you’ve seen firsthand the difference that Loggers and their community make on campus, in Tacoma, and in the world. Whether giving back through volunteerism, investing in the future of education, or forming lifelong connections, students, parents, alumni, and friends continue to do so because of your work. On March 4, 2025, we will come together for our 8th annual Logger Day Challenge, Puget Sound’s annual one-day giving event.

Last year, more than 1,200 alumni, parents, faculty, staff, students, and friends of Puget Sound raised over \$300,000 to benefit every aspect of the university and the student experience. This year, we want to take the day To The Heights! Our goal: 1,370 donors. **You can be the catalyst for Logger philanthropy. Help us inspire our community to work together to make this year’s Logger Day Challenge a success!**

HOW YOU CAN HELP

1. Sign up to be a formal Advocate: pugetsound.edu/loggerdaychallenge.
2. Invite others (colleagues, students, alumni, community members) to join you in supporting Logger Day Challenge.
3. Make your case for support: tell student/alumni/community stories, share the direct impact of gifts to your area of campus, celebrate your accomplishments!
4. Share, like, post! Be active and help spread the word on social media and engage with other Logger Day Challenge posts to broaden our reach!
5. Don your Logger gear on the day!

Social Media


In advance of and throughout the day, we will be posting challenges and sharing stories from campus on the university's social media accounts ([@univpugetsound](https://twitter.com/univpugetsound)).

You can help by sharing this content with your networks using [#LoggerDayChallenge](https://twitter.com/LoggerDayChallenge).

You can also create content that will inspire others!

- Create your own challenge
 - Offer to match any gifts made by classmates in your Greek house, athletic team, or class year!
- Record and post a short video sharing why you support Puget Sound.
- Host a virtual reunion on your class Facebook page. Share photos and find out what your classmates are up to today.
 - Tip: To find your page, search "Puget Sound Class of XXXX" on Facebook!
- Share photos of you in your maroon and white to inspire others!
- Download and share graphics (pugetsound.edu/loggerdaychallenge)
 - See a sneak peek on the next page!
- Be creative with the Grizz download! What adventures is he going on with you?

Post Ideas:

Mark your calendars: #LoggerDayChallenge is on March 4!  ONE day to show the world what Loggers can do, TOGETHER!

On #LoggerDayChallenge, March 4, I'm making a gift to __your chosen fund__! Will you join me?

I give because _____. #LoggerDayChallenge

I'm proud to support Puget Sound!
#LoggerDayChallenge

It's #LoggerDayChallenge! One gift can make all the difference. Will you join me in supporting Puget Sound?

What was most meaningful about your/your student's Puget Sound experience? Make a gift during #LoggerDayChallenge and ensure extraordinary experiences are possible for future Loggers!

Share your Puget Sound pride! Join me in making a gift as part of #LoggerDayChallenge!

I made my #LoggerDayChallenge gift in honor of Professor/Coach/Staff Member/Student ____!

I'm spending my day on campus at ____! Come and join me during #LoggerDayChallenge.

Puget Sound has helped me _____. Join me in helping them back this #LoggerDayChallenge!

Remember to include the Logger Day Challenge web address in your posts to make it easier for others to click and give:
pugetsound.edu/loggerdaychallenge.

Hashtag: #LoggerDayChallenge, #universityofpugetsound

Tags: @univpugetsound, @psloggers

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Download Graphics

Find graphics formatted for Instagram, Facebook, X, and all your other social media accounts at pugetsound.edu/loggerdaychallenge.

Profile / Posts / Stories



FB Profile Cover Photo



FB Event Cover Photo



Stickers



Email and Mail

If you have a bit more time, personalized emails or notes are a great way to share why our community should support Logger Day Challenge and to encourage your audience(s) to make gifts that are meaningful to them. **Here is an example message but please personalize it and make it your own for the greatest impact!**

Hi [recipient],

Today, we're celebrating Puget Sound and I invite you to join us in making a difference for current students by participating in Logger Day Challenge.

There are so many reasons to give:

- You've seen the impact Loggers have on their communities and the world.
- You've had a transformative experience while on campus.
- You made lasting friendships through _____.
- You met a professor/staff member who changed your life.
- We're celebrating our _____ Reunion in June.
- You want to support critical financial aid for current Loggers.
- You want to show your support for the next generation of Loggers.
- Supporting specific area means supporting certain people in need / a certain cause / a department/campus group.
- Your gift will provide _____ for _____ students.
- Without your support, _____ would not be possible.

((Make this section authentic to your audience and impact!))

No matter what your reason for giving, your support, combined with the support of others on this special day, makes an extraordinary impact on campus—you are changing lives. Visit pugetsound.edu/loggerdaychallenge to make your gift on March 4. After you do, download and share your "I gave" badge on social media to show off your support!

Always a Logger,
[Your name]

THANK YOU!!

We want to say how much it means to us that you are taking the time to advocate for Puget Sound. We are always so excited for Logger Day Challenge and have high hopes for its success, and every year you come through and make it more than we could hope for. Every post, video, like, comment, and share is a brick in the path forward and shows just how invested you are in Puget Sound. This effort not only serves as a day of togetherness but also as a meaningful opportunity to raise support for all aspects of Puget Sound that enable us to provide the highest caliber education and experience for current and future Loggers. Thank you so much for supporting our students, community, and mission. Once a Logger, always a Logger!