

SOCIAL MEDIA (3)

Date	Facebook	Twitter
Wed, Jan. 18 th	<p>“If you think you are too small to be effective, you have never been in bed with a mosquito.” - Betty Reese</p> <p>Mark the Date 2/2/2012!</p>	<p>“If you think you are too small to be effective, you have never been in bed with a mosquito.” - Betty Reese</p> <p>#AlabamaGivesDay</p> <p>#AGDU</p>
Thurs, Jan.	<p>The University of Auburn Raised x \$ last year. They outreased the Crimson Tide by x. We have a chance to turn the table this year by donating to Alabama nonprofit of your choice on 2/2/2011 . Log in Online to Nonprofitsmatter.org on 2.2.2011 for Alabama Gives Day</p>	<p>Last year Auburn raised x_ for nonprofits. Help us outrease Auburn this year to help Alabama nonprofits on 2.2.2011. Donate online at nonprofitsmatter.org for Alabama Gives Day. #Whatdidugiveup for one day</p> <p>#AGDU</p> <p>#AlabamaGivesDay</p>
Fri, Jan. 20 th	<p>“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.” - Dr. Seuss</p> <p>Donate to a nonprofit of your choice on 2.2.2011 at Nonprofitsmatter.org</p> <p>Mark the Date 2/2/201</p>	<p>“Unless someone like you cares a whole awful lot, nothing is going to get better.It’s not.” - Dr. Seuss</p> <p>#AGD</p> <p>#AlabamaGivesDayU</p> <p>Mark the Date 2/2/2012!</p>
Sat	<p>Fact about giving on (specified campus)</p> <p>Mark the Date 2/2/2012!</p>	<p>Fact about giving on (specified campus)</p> <p>Mark the Date2/2/2012!</p> <p>#AlabamaGivesDay</p> <p>#AGDU</p>
Sun	<p>“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” - John Quincy Adams</p>	<p>“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” - John Quincy Adams</p> <p>#AlabamaGivesDay</p> <p>#AGDU</p>



SOCIAL MEDIA PLAN (1)

Mon, Jan.23	Did you know that students have the highest amount of discretionary income of any other age group? We can make a difference together by giving up something such as coffee on 2.2.2011 . Log in to Nonprofitsmatter.org to donate \$5 on Alabama Gives Day!	Did you know that students have the highest amount of discretionary income of any other age group? We can make a difference together by giving up something such as coffee on 2.2.2011 to donate \$5 on Alabama Gives Day! #AlabamaGivesDay #AGDU
Tue,Jan. 24	“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.” - Sonia Johnson	“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.” - Sonia Johnson #AlabamaGivesDay #AGDU
Wed,Jan. 25	Setting up a recurring donation on Nonprofitsmatter.org makes it so easy to give. And whats even easier? If you set up your recurring donation for the 2 nd of the month now, you'll automatically be participating in Alabama Gives Day and the value of your donation will increase on 2.2.2011.	Setting up a recurring donation on Nonprofitsmatter.org makes it so easy to give. And whats even easier? If you set up your recurring donation for the 2 nd of the month now, you'll automatically be participating in Alabama Gives Day and the value of your donation will increase on 2.2.2011. #AlabamaGivesDay #AGDU
Thur,Jan, 26	“Leaders are people who do the right thing; managers are people who do things right.” - Warren G. Bennis	“Leaders are people who do the right thing; managers are people who do things right.” - Warren G. Bennis #AlabamaGivesDay #AGDU



SOCIAL MEDIA PLAN (4)

Fri, Jan .27	Did you know that Alabama is ranked # 35 in the United States for charitable giving? You can help us change this grim statistic by making your own donation on 2/2/2011- at nonprofitsmatter..org for Alabama Gives Day.	Did you know that Alabama is ranked as #35 in charitable giving? You can help us change this grim statistic by making your donation on 2/2/12 at nonprofitsmatter.org for Alabama Gives Day. #AlabamaGivesDay #AGDU
Mon, Jan. 29	“Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.” - Robert F. Kennedy Log in to Nonprofitsmatter.org and make a donation to a Alabama Nonprofit of your choice on 2.2.2011 to make a difference.	“Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.” - Robert F. Kennedy #AlabamaGivesDay
Tues, Jan. 30	The Goal of AlabamaGivesDayU is to raise 1 Million dollars for Alabama Nonprofits in one day. Our goal is to outraise Auburn. Will you beat Auburn? Make your donation to a Alabama nonprofit of your choice at nonprofitsmatter.org and help us achieve our goal! Roll Tide Roll!	Let's raise more donations than Auburn for Alabama Nonprofits on #AlabamaGivesDay . Will you help us beat Auburn? Donate on 2/2/12 to the nonprofit of your choice @ nonprofitsmatter.org Roll Tide Roll! #AGD #AlabamaGivesDayU
Wed, Jan.31	3 Days Until Alabama Gives Day begins!!! What nonprofit will you donate to?	3 Days Until Alabama Gives Day begins!!! What nonprofit will you donate to? #AGD #AlabamaGivesDayU



SOCIAL MEDIA SET (4)

TACTIC 7

Thur, Feb 1	48 Hours until Alabama Gives Day Begins!!!! On Friday, the price of _____ could make a difference within your state. What will you give up?... At least for one day?	For the price of _____ you could make a difference within your state. What will you give up?... At least for one day? #AGD #AlabamaGivesDayU
Fri, Feb 2	I gave up _____ to make a difference in Alabama by donating today. You have less than 24 hours to donate to the great cause of your choice. Click nonprofitsmatter.org .	Make a difference, click nonprofitsmatter.org . Please Retweet. #AGD #AlabamaGivesDayU

