**Day of Giving (DoG) Committee**

Composed of ETSU’s most dedicated faculty, staff, volunteers, donors, and board members. This committee guides the planning effort, supports DoG, and helps spread the word. The DoG Committee consists of at least:

* University Advancement
* ETSU Athletics
* Representatives from each athletic team
* Representatives from each ETSU Unit
* University Relations
* Information Technology Services (ITS)
* National Alumni Association/Alumni Board
* Local business/Chamber(s)
* Faculty/Staff Senate
* Student Government Association
* Local Influencers

Responsibilities:

* Attend committee meetings (monthly, from January through April). We will likely have an extra meeting in late-March and we will offer one-on-one meetings for anyone who wants them.
* Act as a liaison with leadership, students, faculty, staff, and alumni of your particular unit to communicate details and to generate excitement/participation.
* Provide guidance and feedback to University Advancement in conducting Day of Giving.
* Become an ETSU Day of Giving Advocate by signing up for an account on the GiveCampus platform AND doing at least one of the following (but all three are preferred):
  + Make a gift (and consider making a challenge/match).
  + Create a personal video plea.
  + Share a giving link from a social media button that results in at least 3 unique/new “clicks.”

***Disrupt the news cycle. Create excitement.***