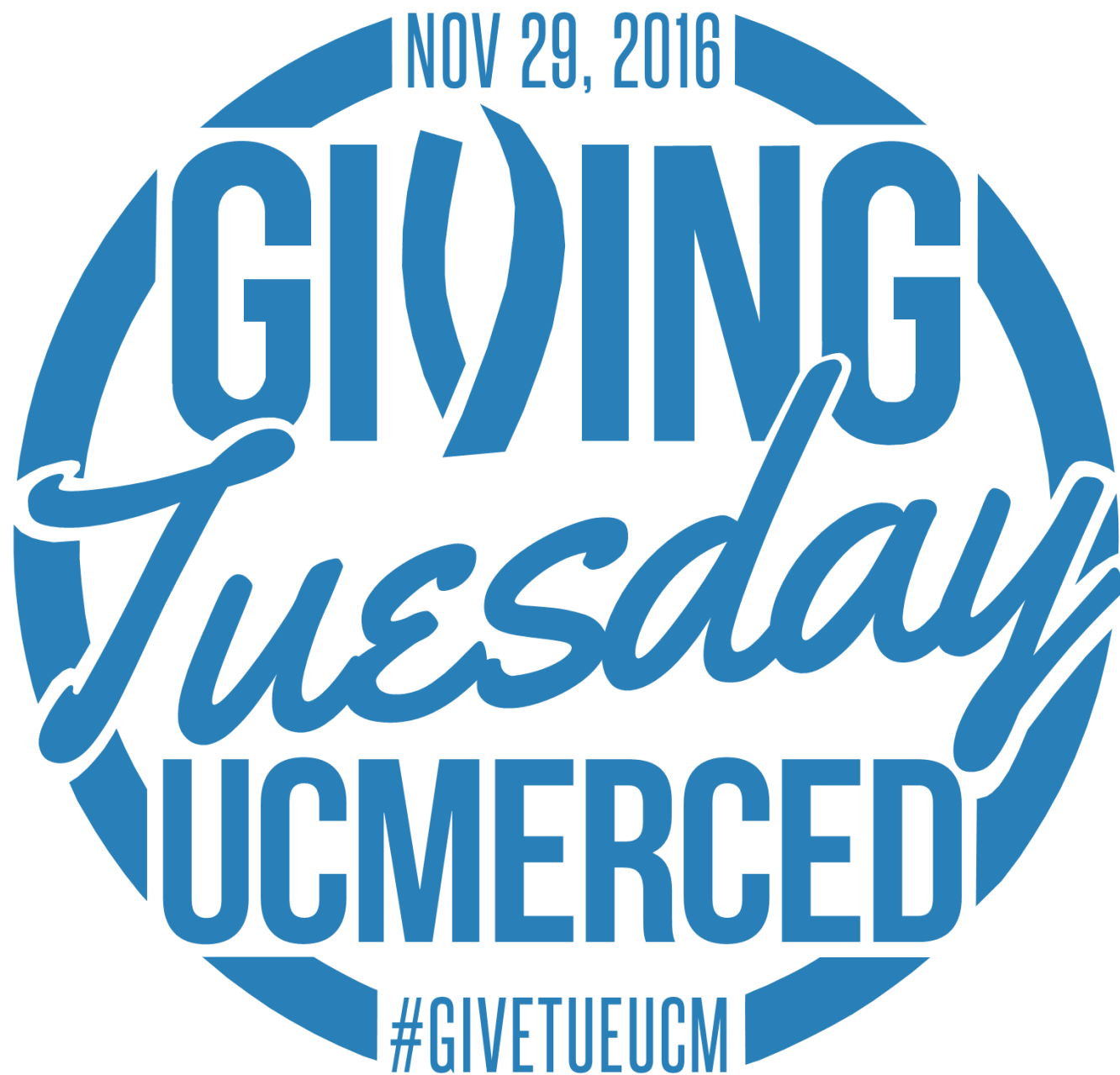
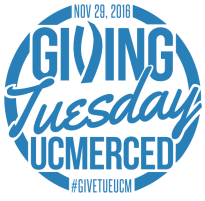


GUIDE TUE GIVING TUESDAY UC MERCED





GUIDE TUE GIVING TUESDAY UC MERCED

GIVETUE.UCMERCED.EDU
NOVEMBER 29, 2016



- OFFICIAL TITLE:** Giving Tuesday UC Merced
- EVENT DATE:** Tuesday, November 29, 2016
- TIME PERIOD:** November 28, 9:00 p.m. PDT — November 30, 1:00 a.m. PDT
- WEBSITE URL:** givetue.ucmerced.edu
- E-MAIL:** givetueucm@ucmerced.edu
- PHONE:** 209.228.4438 | 209.CAT.GIFT
- HASHTAG:** #GiveTueUCM
- TAGLINE:** 24 Hours. 14 Funds. 4X The Impact. Will You Give Tue?
- GOAL:** \$500,000 including matching funds
- RESOURCES:** tinyurl.com/guidetue Download guides, images and more
- FACEBOOK:** facebook.com/ucmerced Like "UC Merced" on Facebook
- TWITTER:** twitter.com/ucmerced Follow @ucmerced on Twitter
- THUNDERCLAP:** tinyurl.com/givetueucm Join the campaign on Thunderclap
- VIDEO LIBRARY:** vimeo.com/givetueucm View the sixty-tue second explainer video at vimeo.com/givetueucm/2016

THE MATCH: All gifts to 14 featured funds will be matched 3:1 by Wells Fargo and Foster Poultry Farms — quadrupling the impact of every gift. All gifts will be matched on a first-come, first-served basis until all available matching funds have been expended.

OTHER GIVING: While giving outside of the 14 featured funds won't qualify for the 3:1 match, support is welcomed online at giving.ucmerced.edu. All gifts received during the campaign counting period will be included in the overall day of giving totals for Giving Tuesday UC Merced.

THE 14 FUNDS:

School of Social Sciences, Humanities & Arts Scholarship	UC Merced Alumni Association Scholarship
School of Natural Sciences Scholarship	UC Merced Student Alumni Association Scholarship
School of Engineering Scholarship	UC Merced Staff Assembly Scholarship Endowment
Chancellor's Scholarship Endowment	University Friends Circle Scholarship Endowment
Dream Act Scholarship	San Joaquin Valley UC Alumni Network Scholarship
Guardian Scholars Scholarship	UC Oakland Promise Scholarship
Bobcat Athletics Scholarship	Will Shadish Memorial Graduate Student Fellowship

LOCATIONS:

GIVE TUE HQ

08:00 a.m. — 08:00 p.m. Lantern 5200 N. Lake Road, Merced, CA

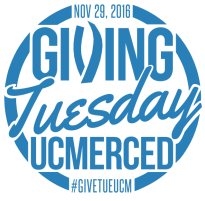
GIVE TUE CREW COMING TUE YOU POP-UPS

08:00 a.m. — 09:30 a.m. Promenade 755 E. Yosemite Avenue, Merced, CA

10:00 a.m. — 11:30 a.m. Castle 4225 N. Hospital Road, Atwater, CA

01:00 p.m. — 02:00 p.m. Parcade 1735 M Street, Merced, CA

02:30 p.m. — 04:00 p.m. Mondo 1715 Canal Street, Merced, CA



FEATURED FUNDS MATCHED 3 TUE 1

SCHOOL OF SOCIAL SCIENCES, HUMANITIES & ARTS SCHOLARSHIP

The School of Social Sciences, Humanities and Arts Scholarship recognizes and provides critical financial aid support for one or more undergraduate students majoring in an area of study within the School of SSHA.

SCHOOL OF NATURAL SCIENCES SCHOLARSHIP

The School of Natural Sciences Scholarship recognizes and provides critical financial aid support for one or more undergraduate students majoring in an area of study within the School of Natural Sciences.

SCHOOL OF ENGINEERING SCHOLARSHIP

The School of Engineering Scholarship recognizes and provides critical financial aid support for one or more undergraduate students majoring in an area of study within the School of Engineering.

CHANCELLOR'S SCHOLARSHIP ENDOWMENT

The Chancellor's Scholarship provides critical financial aid support to one or more UC Merced undergraduate students.

DREAM ACT SCHOLARSHIP

The Dream Act Scholarship enables highly motivated, low-income Dream Act students to graduate with career-ready degrees.

GUARDIAN SCHOLARS SCHOLARSHIP

The Guardian Scholars Scholarship provides financial aid to promote degree attainment for foster youth at UC Merced.

BOBCAT ATHLETICS SCHOLARSHIP

The Bobcat Athletics Scholarship helps recruit the best and brightest student athletes by providing annual scholarships.

UC MERCED ALUMNI ASSOCIATION SCHOLARSHIP

The UC Merced Alumni Association Scholarship awards annual scholarships to students from each academic school who demonstrate academic excellence, leadership and a commitment to leaving a legacy at UC Merced.

UC MERCED STUDENT ALUMNI ASSOCIATION SCHOLARSHIP

The UC Merced Student Alumni Association Scholarship awards annual scholarships to students who have demonstrated involvement in extracurricular activities and a commitment to contributing a legacy either as a student or alumna/alumnus.

UC MERCED STAFF ASSEMBLY SCHOLARSHIP ENDOWMENT FOR EMPLOYEES' CHILDREN

The UC Merced Staff Assembly Scholarship Fund for Employees' Children provides support for undergraduate students who are the dependent children of UC Merced employees.

UNIVERSITY FRIENDS CIRCLE SCHOLARSHIP ENDOWMENT

The University Friends Circle Scholarship provides an annual award to a UC Merced student who demonstrates leadership and civic engagement in the Merced community.

SAN JOAQUIN VALLEY UC ALUMNI NETWORK SCHOLARSHIP ENDOWMENT

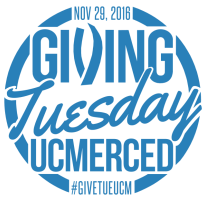
The San Joaquin Valley UC Alumni Network Scholarship provides annual scholarship support to undergraduate students from the San Joaquin Valley who have demonstrated involvement in extracurricular activities and a commitment to contributing a legacy to UC Merced.

UC OAKLAND PROMISE SCHOLARSHIP

The UC Oakland Promise Scholarship provides need based scholarships to qualifying Oakland UC eligible students from low-income families helping to make their dreams of attending college a reality.

WILL SHADISH MEMORIAL GRADUATE STUDENT FELLOWSHIP

The Will Shadish Memorial Graduate Student Fellowship Fund recognizes and provides critical financial support for one or more UC Merced graduate students who have been recognized for excellence in both research and teaching.



HOW TUE GET SOCIAL

WHO TUE FOLLOW:



facebook.com/ucmerced



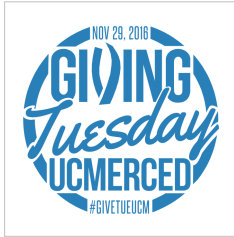
twitter.com/ucmerced



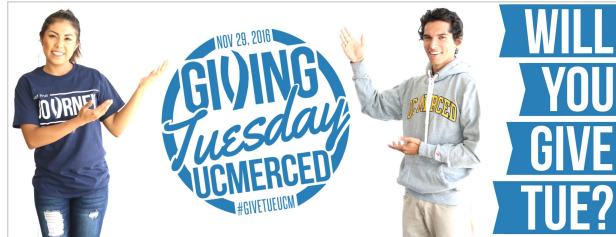
instagram.com/ucmerced

ONLINE RESOURCES:

To download these images, resources and more please visit: tinyurl.com/guidetue



Profile Picture



Facebook & Twitter Cover Photos



Images to Post Online

SAMPLE POSTS & TWEETS:



I support @UCMerced because I believe the power of education can change lives. #GiveTueUCM
<http://givetue.ucmerced.edu>



Did you know 9 out of 10 UC Merced students receive financial assistance? Will You Give Tue? #GiveTueUCM
<http://givetue.ucmerced.edu>



@UC Merced alumni ranked #3 in the UC system for alumni giving. Will YOU help us get TUE #1? #GiveTueUCM
<http://givetue.ucmerced.edu>



Can we raise \$500K in a DAY? Every donor. Every dollar. With your help we can do it TUEgether! #GiveTueUCM
<http://givetue.ucmerced.edu>



Turn your \$10 gift into \$40 or your \$100 into \$400 for UC Merced student support with the #GiveTueUCM 3:1 match!
<http://givetue.ucmerced.edu>



UC Merced educates the highest % of first-gen students in the UC system. Scholarships make the difference. Will You Give Tue? <http://givetue.ucmerced.edu>



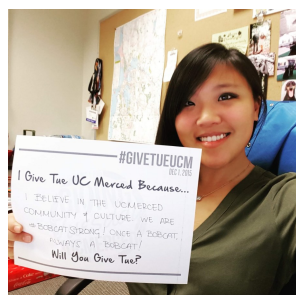
UC Merced educates the highest % of first-gen students in the UC system. Your gift on 11/29 will be quadrupled!
<http://givetue.ucmerced.edu>



Scholarships boost student confidence. Join me in supporting #GiveTueUCM on 11/29. No gift is too small.
<http://givetue.ucmerced.edu>

UNSELFIES: tinyurl.com/givetueunselfie

1. Print the #UNselfie sign
2. Share why YOU give
3. Post using #GiveTueUCM
4. Or, e-mail us your photo to givetueucm@ucmerced.edu
5. Challenge your network to post an #UNselfie on 11/29



JOIN THE THUNDERCLAP: tinyurl.com/givetueucm

Giving Tuesday UC Merced
by UC Merced category: Education

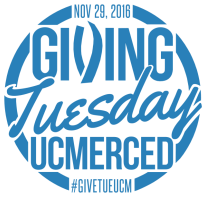
"3:1 match at UC Merced -- 24 Hours. 14 Funds. 4X The Impact. Will You Give TUE?"
givetue.ucmerced.edu #GiveTueUCM
[http://thndr.me/Za2btq"](http://thndr.me/Za2btq)

SUPPORTERS
2 of 100
2% of goal supported

SOCIAL REACH
56,673
People

TIME LEFT
8 days
Ends Nov 29, 11:00 AM PST

UC Merced
FOLLOWING ORGANIZER
EMBED </>



MESSAGING TUE YOUR NETWORK

SAMPLE E-MAIL CONTENT:

On November 29, UC Merced will be participating in the international day of giving: Giving Tuesday. For a 24-hour period, all gifts made to 14 featured funds will be matched 3:1 — quadrupling the impact of every gift. Each fund provides support to UC Merced students in the form of scholarships or fellowships.

At UC Merced, 71% of the students are first in their family to attend college and 89% of undergraduates receive some form of financial assistance — that's 9 out of 10 Bobcats! Last year, we raised over \$316,000 and this year our goal is raise "\$500K in a Day". With the help of supporters like you, through every donor and every dollar, we know that we can do it TUEgether!

I invite you to join me in support of Giving Tuesday UC Merced, where \$10 will be turned into \$40, and \$100 will be amplified into \$400 for student support. You can even split your gift over 12 months — meaning a \$1,000 pledge, which would translate to \$4,000 for student support would only be \$83 per month.

To learn more about Giving Tuesday UC Merced, I invite you to watch this "sixty-tue" second clip (<http://www.vimeo.com/givetueucm/2016>) or visit givetue.ucmerced.edu. If you have any questions, please contact givetueucm@ucmerced.edu or 209.228.GIFT.

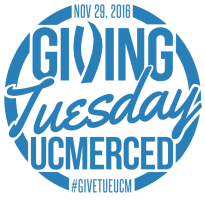
24 Hours. 14 Funds. 4X The Impact.

Will You Give Tue?

SAMPLE TEXT MESSAGE CONTENT:



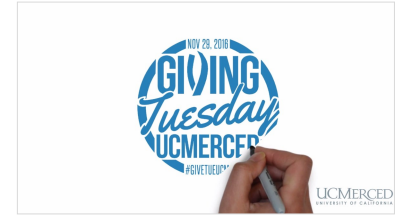
On 11/29 please join me for Giving Tuesday UC Merced — for 24 hours all gifts will be matched 3:1 quadrupling the impact of every gift to featured funds. 24 Hours. 14 Funds. 4X The Impact. Will You Give Tue? Please visit <http://givetue.ucmerced.edu>



LINKS TUE VIDEOS

GIVING TUESDAY UC MERCED EXPLAINER VIDEO
24 HOURS. 14 FUNDS. 4X THE IMPACT.
DURATION: SIXTY-TWO SECONDS

vimeo.com/givetueucm/2016



SALVATORE ANGRISANI
GIVING TUESDAY SCHOLARSHIP RECIPIENT
ASPIRING ENGINEER

GIVING TUESDAY SCHOLAR: SALVATORE ANGRISANI
SCHOOL OF ENGINEERING SCHOLARSHIP RECIPIENT
DURATION: FIFTY-TWO SECONDS

vimeo.com/givetueucm/sal



JESIKA TYLER
GIVING TUESDAY SCHOLARSHIP RECIPIENT
ASPIRING FORENSIC PSYCHOLOGIST

GIVING TUESDAY SCHOLAR: JESIKA TYLER
BOBCAT ATHLETICS SCHOLARSHIP RECIPIENT
DURATION: THIRTY-TWO SECONDS

vimeo.com/givetueucm/jesika



LYDIA KIM
GIVING TUESDAY SCHOLARSHIP RECIPIENT
ASPIRING MATHEMATICS PROFESSOR

GIVING TUESDAY SCHOLAR: LYDIA KIM
SCHOOL OF NATURAL SCIENCES SCHOLARSHIP RECIPIENT
DURATION: THIRTY-TWO SECONDS

vimeo.com/givetueucm/lydia



MAJOK RING
GIVING TUESDAY SCHOLARSHIP RECIPIENT

GIVING TUESDAY SCHOLAR: MAJOK RING
UC MERCED ALUMNI ASSOCIATION SCHOLARSHIP RECIPIENT
DURATION: FORTY-TWO SECONDS

vimeo.com/givetueucm/majok



JOSEPH ANDRADE
GIVING TUESDAY SCHOLARSHIP RECIPIENT
ASPIRING ONCOLOGIST

GIVING TUESDAY SCHOLAR: JOSEPH ANDRADE
SAN JOAQUIN VALLEY UC ALUMNI NETWORK SCHOLARSHIP RECIPIENT
DURATION: FIFTY-TWO SECONDS

vimeo.com/givetueucm/joseph

#GIVETUEUGM

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NOV 29, 2016



I Give Tue UC Merced Because...

Will You Give Tue?

