

SFU GIVING DAY 2026

GENERAL TOOLKIT



THE BASICS

Giving Day is a 24-hour celebration of philanthropy when everyone in our community comes together to create transformational change. For the first time in SFU history, our students, faculty, staff, alumni, and friends are uniting on a single day to raise funds in support of causes you care about—and to make a difference where it matters most to you.

Yes, there will be several program and faculty-connected funds that someone can give to; feel free to promote your faculty, and/or individual funds.

Date/time:

- Starts at **9:00 a.m.** on Thursday, **March 26**
- Concludes at **9:00 a.m.** on Friday, **March 27**

Where:

- It happens all online: **give.sfu.ca/givingday**
 - Leading up to March 26, we have a basic “save the date page” that is hosted on the Give website.
 - Shortly before March 26, that same link will redirect visitors to the Giving Day platform where all of the funds, challenges and matching dollars will be listed.

How you can make a difference:

- Share about Giving Day through social media.
- Amplify social media content by liking, commenting or reposting posts from the SFU AAE channels.
- Let your friends and colleagues know—perhaps an email? We have some suggested text for you below.
- Make your own gift.

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SOCIAL MEDIA POSTS

Below are some suggested posts to use on social media—**feel free to edit based on your voice.**

We've listed links below that will direct people to the main Giving Day page. However, if during Giving Day you want to send people to a specific fund associated with something you feel passionately about, please feel free to do that! Those links will be available through the Giving Day platform closer to March 26.

Lead up to Giving day (Before March 26)—**first-person voice**

I'm supporting #SFUGivingDay on March 26! Join me in helping create opportunities for students and strengthening the community we love.

Learn more and give today! give.sfu.ca/givingday #SFUGivingDay

I'm proud to be part of a community that shows up for students, research and our shared future. I'll be giving on March 26—hope you'll join me!

#SFUGivingDay → give.sfu.ca/givingday

SFU has shaped so many parts of my life, and on March 26, I'm giving back. Join me for #SFUGivingDay and support the people and projects making a difference every day.

give.sfu.ca/givingday

Lead up to Giving day (Before March 26)—**third-person voice**

On March 26, the SFU community is coming together for #SFUGivingDay—24 hours to support students, research, community programs and more. Everyone is invited to join in and make a difference! Learn more: give.sfu.ca/givingday

Every gift counts. On March 26, SFU alumni, friends, faculty and staff will unite for #SFUGivingDay to support the causes that strengthen the university and the people who call it home. → give.sfu.ca/givingday

SFU's annual 24-hour celebration of giving is almost here! On March 26, supporters across the community will unite to amplify impact for students, research and community programs. Take part in #SFUGivingDay → give.sfu.ca/givingday

Whether it's world-leading research, community engagement or innovative teaching, SFU's programs thrive with community support. On March 26, join #SFUGivingDay and champion the area you care most about. give.sfu.ca/givingday

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Day of (March 26)—**first-person voice**

Today is SFU's first ever Giving Day—and I'm excited to be part of it! I'm supporting **[Cause/Area]** because it means a lot to me. Join me in making an impact today: give.sfu.ca/givingday #SFUGivingDay

I just made my Giving Day gift! 🎁

It feels great to be part of SFU's first day of collective impact. If you haven't joined in yet, there's still lots of time! give.sfu.ca/givingday #SFUGivingDay

Have you made your Giving Day gift yet? I just did! It only takes a minute, and every contribution helps fuel big ideas and meaningful change. Join me: give.sfu.ca/givingday #SFUGivingDay

I'm proud to be part of a community that comes together to create real impact. Today, we can show what's possible when we all give a little. Let's do this! give.sfu.ca/givingday

#SFUGivingDay

I'm making one more Giving Day post because we're in the final stretch! If you haven't had a chance yet, there's still time to make a difference today. Join me: give.sfu.ca/givingday #SFUGivingDay

Day of (March 26)—**third-person voice**

It's #SFUGivingDay! Whether it's world-leading research, community engagement or innovative teaching, SFU's programs thrive with community support. Champion the area you care most about, explore your giving options: give.sfu.ca/givingday

Today is the day! 🎁 SFU's Giving Day has officially begun—24 hours of community generosity supporting students, research and programs across all campuses. Join the celebration at give.sfu.ca/givingday #SFUGivingDay

All day long, the SFU community is coming together to make a difference. Every gift—big or small—helps students thrive and fuels meaningful impact. Be part of #SFUGivingDay and make a gift today! give.sfu.ca/givingday

#SFUGivingDay

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SFU Advancement & Alumni Engagement social channels:

- LinkedIn: www.linkedin.com/showcase/sfu-advancement-and-alumni-engagement
- Instagram: [@sfualumni_](https://www.instagram.com/sfualumni_) (note the underscore in the handle)
- Facebook: www.facebook.com/sfualumni
- X: www.x.com/sfualumni

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EMAIL

Want to send an email to friends and colleagues? Below is some suggested copy you can use—edit to suit your voice!

Please note: SFU Advancement & Alumni Engagement, along with fundraisers, will be **managing all emails to donors and alumni.**

Hi [Name],

I wanted to share something exciting—**March 26 is SFU's first ever Giving Day!** It's a 24-hour celebration of community, generosity, and the impact we can create together when we support the causes we care about.

What I love about Giving Day is how flexible and personal it is. You can support *any* area that reflects your values, your passions, or the work you see making a difference at SFU. **Every gift—no matter the size—helps build momentum across our campuses.**

This year, I'll be supporting [Cause Name], because [why it matters to you—e.g., "I've seen firsthand how it transforms student experiences," "it aligns with my work," "it's close to my heart"]. If you're thinking about participating, I'd love for you to join me.

Here are a few simple ways to get involved today:

- Make a gift to a cause that inspires you
- Share the Giving Day link with your networks
- Help spread the word on social media using **#SFUGivingDay**, or by liking/sharing posts that I make on my accounts

You can take part here: give.sfu.ca/givingday

Thank you so much for considering being part of SFU's first Giving Day. Together, we can make this milestone moment a meaningful one—and help create new opportunities for people and programs across our community.

Warmly,

[Your Name]

[Add in your social handles/links]

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SIGNATURE LINE TEXT

Add some text below your email signature line by copying and pasting one of the two messages:

Leading up to giving day:

Create lasting change with SFU on Giving Day. Act on March 26 to make your impact!
Make a difference with SFU! Visit give.sfu.ca/givingday

On Giving Day—March 26:

Create lasting change with SFU today. Act in the next 24 hours to make your impact!
What difference will you make? Visit give.sfu.ca/givingday