Please copy and paste these messages into communications materials or use them as a starting point and tailor them to make them your own.

**UNIVERSAL MESSAGING**

School and General Social Messaging:

- The *(School Name)* Scholarship Fund makes a big difference at Rutgers. Alumni gifts help lessen the financial burden for students.
- Alumni donations to the *(School Name)* Academic Excellence Fund *(or School Name Dean’s Fund)* give students access to a variety of academic and professional growth experiences both inside and outside the classroom.
- Alumni gifts to *(School Name)* support scholarships and programs, helping ensure that students have access to unique academic and professional development experiences.
- Alumni gifts to the *(School Name)* Honors Program help students in the program excel personally and professionally.
- Alumni donors support not only athletic teams but also club sports and student organizations that provide a well-rounded college experience for students.
- The Chancellor’s Fund provides strategic support to areas of greatest need throughout Rutgers, thanks to alumni and donor gifts.
- Alumni support the EOF program! They help provide financial assistance and support services to students from educationally and economically disadvantaged backgrounds who attend Rutgers.
- Alumni and donors support the Rutgers Future Scholars program to ensure that first-generation middle-school students with academic promise will have the opportunity and are prepared to attend college.
NEW BRUNSWICK SPECIFIC

Student Affairs Messaging:

- Alumni donors know how important it is to promote diversity and inclusion at Rutgers. That’s why they give back to fund the cultural centers on campus, providing safe spaces for everyone!
- Sometimes things happen outside of our control, and alumni get that. That’s why alumni support the Student Emergency Fund to help students experiencing unusual and nonchronic financial hardships, such as medical emergencies or natural disasters.
- The Food Security Fund supports the student food pantries to ensure that no student goes hungry at Rutgers. Fill a plate, feed a mind.
- Rutgers students are the leaders of tomorrow and alumni donors know it! The Leadership and Engagement Fund supports participation in alternative breaks, service and leadership retreats, and other experiential learning opportunities for students in need.
- Alumni donors care about your safety so they support the Violence Prevention and Victim Assistance Fund. This fund supports innovative services, programs, and events designed to raise awareness of and respond to the impact of interpersonal violence and other crimes for Rutgers students like you.

Rutgers Biomedical and Health Sciences:

- Alumni donors help Rutgers provide underserved communities with high-quality health care programs.
- Alumni donors supply classroom, lab, and clinical resources that students and faculty need to help improve health care and more.
- Gifts from alumni support basic and clinical research, transforming discoveries into innovations that improve the quality of life.
- Rutgers is one of the nation’s largest academic institutions, and alumni gifts help support its health care education, research, and community outreach programs.

Note: Don’t see something for your program? Create your own alumni support message! Also, when posting on social media, be sure to use #TAGDaysRU and tag other schools or programs as appropriate.

Recommendation: You can use Canva (Canva.com) to create social posts with messaging.
NEWARK SPECIFIC

- Sometimes things happen outside of our control, and alumni get that. That’s why alumni support the Student Emergency Fund to help students experiencing unusual and nonchronic financial hardships, such as medical emergencies or natural disasters.
- Studying is hard, but studying while hungry is even harder. Alumni support the Food Security Fund to make sure all students have access to food.
- Did you know? The Honors Living-Learning Community is supported by alumni gifts to ensure that students have outstanding resources for academic success.
- Have you heard of the Institute of Jazz Studies? Well, alumni give back to push their mission to collect, preserve, and make accessible the heritage of jazz, an American art form that has been embraced by the world.
- The Clement A Price Institute is a place where alumni make donations. The institute is a campus-based, community-oriented center for the public arts and humanities, committed to critical thinking and creativity in civic life.

Rutgers Biomedical and Health Sciences:

- Alumni donors help Rutgers provide underserved communities with high-quality health care programs.
- Alumni donors supply classroom, lab, and clinical resources that students and faculty need to help improve health care and more.
- Gifts from alumni support basic and clinical research, transforming discoveries into innovations that improve the quality of life.
- Rutgers is one of the nation’s largest academic institutions, and alumni gifts help support its health care education, research, and community outreach programs.

Note: Don’t see something for your program? Create your own alumni support message! Also, when posting on social media, be sure to use #TAGDaysRU and tag other schools or programs as appropriate.

Recommendation: You can use Canva (Canva.com) to create social posts with messaging.
CAMDEN SPECIFIC

- Our students are engaged in the community and alumni know it! That’s why they give back to support civic engagement opportunities to give students like you hands-on experience!
- Bon voyage! What’s cool about going to Rutgers is knowing that alumni want you to travel the world. That’s why they help fund learning abroad opportunities.
- Have you heard of MARCH? MARCH promotes a lively co-working space for experiential learning and professional development. Alumni show their support for collaboration by helping fund this program.

Note: Don’t see something for your program? Create your own alumni support message! Also, when posting on social media, be sure to use #TAGDaysRU and tag other schools or programs as appropriate.

Recommendation: You can use Canva (Canva.com) to create social posts with messaging.