

4.23.2026  
**HUSKY GIVING DAY**  
**W BOTHELL**

**UW Bothell Husky Giving Day Ambassadors**  
**Husky Giving Day: April 23**

Husky Giving Day is an annual day of giving that supports students and programs across the University of Washington.

At UW Bothell, this campaign highlights the opportunities that define the student experience — hands-on learning, student support and partnerships that serve our region.

Campaign theme: **Powered by You**

Ambassadors are encouraged to share posts leading up to Husky Giving Day on April 23. Early giving donations start on **April 6**.

Husky Giving Day Link: <https://together.uw.edu/i/hgd/collection/uwbothell-huskygivingday2026>

Use the hashtag #UWBHuskyGivingDay on posts

**Campaign Language**

Schools may use these campaign lines in graphics or captions.

- Learning by doing, powered by you
- A culture of care, powered by you
- Student opportunity, powered by you
- Community leaders, powered by you
- The UW Bothell experience, powered by you



4.23.2026  
**HUSKY GIVING DAY**  
**W BOTHELL**

### School Fund Messaging

Schools should highlight their designated fund when possible.

- **School of Educational Studies Scholarship Fund**  
Future educators, powered by you.
- **School of Business Excellence Fund**  
Business leaders, powered by you.
- **School of STEM Excellence Fund**  
Scientists and innovators, powered by you.
- **School of Nursing & Health Studies Scholarship Fund**  
Healthy communities, powered by you.
- **D.C. Seminar for Human Rights Travel Assistance Fund  
(School of Interdisciplinary Arts & Sciences)**  
Policy and community leaders, powered by you.
- **UW Bothell Fund**  
The UW Bothell experience, powered by you.
- **Senior Class Gift – Emergency Fund**  
Students supporting students, powered by you.

4.23.2026  
**HUSKY GIVING DAY**  
**W BOTHELL**

### How to sign up as an ambassador?

1. Visit our [UW Bothell Husky Giving Day site](#).
2. Choose a fund you'd like to support. If you're signing up as a general support ambassador, click the **"Sign Up"** button at the bottom of the page.



**MAXIMIZE YOUR IMPACT BY BECOMING AN AMBASSADOR**

**SIGN UP**

3. Once registered, copy your **"My Custom Link"** and start sharing with your network.

### Ambassador Expectations:

- 1. Engage online and share with your network.**
  - Reshare current posts from UW Bothell Accounts and include your giving link
- 2. Create one post sharing your story and how UW Bothell has impacted you.**
  - Share on LinkedIn, Instagram, Facebook, or by email. Let your network know why you're supporting Husky Giving Day and why they should, too.
- 3. Share, Share, Share**
  - Peer-to-Peer fundraising is most effective when shared widely. Simply sharing existing content helps amplify the impact.

### Incentives:

- Ambassadors who raise \$1,000 will receive a special Husky Giving Day prize from University Advancement
- All ambassadors receive a special prize from UW Bothell's Advancement team
- The top unit/school ambassador will win a special donut breakfast for their department.

**4.23.2026**  
**HUSKY GIVING DAY**  
**W BOTHELL**

### **Key Dates**

The following is a suggested outline of social media posts for schools and departments, along with when to post. Examples of posts are provided later in the document.

- April 10  
Save the date post
- April 16  
School or program spotlight
- April 20  
Husky Giving Day is this week
- April 23  
Husky Giving Day
- April 25  
Thank you / stewardship

### **Campaign Language**

Schools may use these campaign lines in graphics or captions.

- Learning by doing, powered by you
- A culture of care, powered by you
- Student opportunity, powered by you
- Community leaders, powered by you
- The UW Bothell experience, powered by you

4.23.2026  
**HUSKY GIVING DAY**  
**W BOTHELL**

## Visual Toolkit

UW's Annual Philanthropy team provides Husky Giving Day resources for use during Husky Giving Day. [Click here to see their toolkit.](#)

## Social Media Copy Templates

Schools may customize these posts for their audiences: [Click here to see the UW Bothell Husky Giving Day Canva toolkit](#)

### Save the Date Post

**Recommended date: April 10**

Student opportunity, powered by you. [\[website link\]](#)

## Instagram

Husky Giving Day is coming on April 23. Join the UW community by supporting the opportunities that help UW Bothell students succeed.

At the School of **[School Name]**, your support helps power **[example: scholarships, hands-on learning, research opportunities].**

Student opportunity, powered by you. Learn more through the link in our bio.

## Facebook

Mark your calendar. Husky Giving Day is April 23 — a day when the UW community joins together to support students and programs across all three campuses.

At the School of **[School Name]**, gifts help support **[example: scholarships, hands-on learning opportunities or student support programs].**

Student opportunity, powered by you.

## LinkedIn

Save the date: Husky Giving Day is April 23.

At the School of **[School Name]**, philanthropy helps power opportunities that prepare students to lead in their fields and serve their communities.

Support **[fund name]** and help expand opportunities for UW Bothell students.

## X / Bluesky

Save the date.

Husky Giving Day is April 23. Support students at the School of **[School Name].**

Student opportunity, powered by you.

## School Spotlight Post

**Recommended date: April 16**

**Instagram**

4.23.2026  
**HUSKY GIVING DAY**

**W** BOTHELL

Husky Giving Day is one week away.  
Support the **[School Name]** and help  
expand opportunities for students  
through the **[Fund Name]**.

**[Anchor line example: Business  
leaders, powered by you.]**

Your support helps students gain hands-  
on experience, develop  
leadership skills and prepare for careers  
that make a difference.

Support students in the **[School Name]**.  
**[Anchor line]**

### **LinkedIn**

Husky Giving Day is one week away.  
Support the **[Fund Name]** and help  
expand opportunities for students in the  
**[School Name]**.

Philanthropy helps provide scholarships,  
learning opportunities and experiences  
that prepare students to lead in their  
professions and communities.

**[Anchor line]**  
**[website link]**

### **Facebook**

Husky Giving Day is one week away.  
Support the **[School Name]** by  
contributing to the **[Fund Name]**.  
Your support helps create opportunities  
for students to learn by doing  
and prepare for meaningful careers.

### **X / Bluesky**

One week until Husky Giving Day.

4.23.2026  
**HUSKY GIVING DAY**



**Husky Giving Day Post**

**April 23**

**Instagram**

Today is Husky Giving Day.  
Support students in the **[School Name]**  
by contributing to the **[Fund Name]**.  
Your generosity helps power  
opportunities that prepare students to  
lead in their fields and communities.  
**[Anchor line]**  
Give today through the link in our bio.

**X / Bluesky**

Today is Husky Giving Day.  
Support students in the **[School Name]**.  
**[Anchor line]**  
Give now: **[Link]**

**LinkedIn**

Today is Husky Giving Day.  
Support the **[Fund Name]** and help  
expand opportunities for students in the  
**[School Name]**.  
Philanthropy powers the learning  
experiences that help students succeed in  
their careers and communities.  
**[Anchor line]**  
Give now: **[Link]**

**Facebook**

Today is Husky Giving Day.  
Support students in the **[School Name]**  
by contributing to the **[Fund Name]**.  
Every gift helps expand opportunities for  
UW Bothell students.  
**[Anchor line]**  
Give now: **[Link]**

4.23.2026  
**HUSKY GIVING DAY**  
**W BOTHELL**

**Thank You Post**

**Recommended date: April 25**

**Instagram**

Thank you for supporting UW Bothell on Husky Giving Day.

Your generosity helps power opportunities for students in the **[School Name]**.

**[Anchor line]**

**LinkedIn**

Thank you to everyone who supported UW Bothell on Husky Giving Day.

Your generosity helps power opportunities for students in the **[School Name]** and across our campus.

**[Anchor line]**

**Facebook**

Thank you for supporting UW Bothell students on Husky Giving Day.

Your generosity helps expand opportunities for students in the **[School Name]**.

---

**Tips for sharing on Social Media**

- Share your story! How has UW Bothell impacted you?
- Tag UW Bothell brand accounts when posting.
- Use #UWBHuskyGivingDay on all posts
- Use the Husky Giving Day link when directing followers to give.
- Post on April 23 to help amplify the campaign.