



## The Western Challenge

### Sample Social Media Posts and Peer to Peer Notes

Create your Advocate Account at [wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/).

Share your link via the sharing buttons on the campaign page!

Include the hashtag **#LeathernecksGive** alongside your posts.

Posts with images, videos, and other multimedia typically attract more attention than text-only.

If you create your own Match or a Challenge, be sure to share and promote it throughout the day.

#### Social Media (Alumni/Individuals):

I'm participating in The Western Challenge because **[favorite school memory or takeaway]** **[collection of photos from your time at school]**. [wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/) **#LeathernecksGive**

When I was a student at Western, I **[insert favorite memory here]**. That's why I'm taking part in the Western Challenge this year! You can too: [wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/). **#LeathernecksGive**

I might be **[x]** miles from Western, but it's never far from my **♥**! Join me in giving back today!  
[wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/) **#LeathernecksGive**

To our current **[WESTERN or AREA or PROJECT]** students, the alumni community has your back. You got this. **😊** [wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/) **#LeathernecksGive**

When I was a student, I know my experience at Western was made possible by alumni who came before me. That's why I'm paying it forward by making a gift and contributing to future student success!  
[wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/) **#LeathernecksGive**

#### Social Media (Area or Project):

**Be a part of "The 'Necks' Big Thing." Your Western Challenge gift to the **[area]** will **help/enable/empower [area-specific objective.]** Join us online on April 24! **#LeathernecksGive****

The Western Challenge kicks off **[Today/Tomorrow/Next Week, etc.]!** Our whole community is giving together as one to empower students in the **[AREA or PROJECT]** and invest in the leaders of tomorrow. Are you ready to join us on April 24? **#LeathernecksGive**

Your Western Challenge gift helps us **[learn/innovate/grow/plan for a brighter future]**. Be a part of "The 'Necks' Big Thing" when you join our **[AREA or PROJECT]** alumni, faculty, staff, students, parents, and

friends to support the area that means the most to you, and give to something that influences everything!  
wiu.edu/westernchallenge/ #LeathernecksGive

### Emails and texts:

Hi [NAME],

[AREA or PROJECT] is getting ready for The Western Challenge, which is coming up on April 24! Our entire Leatherneck community will show our Leatherneck Pride! Will you help us get started with an early gift? Let's give together to show the next generation of Leathernecks how much we care about them. Join me and make your gift now at [wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/) -- gifts of any size help!

Thank you, and go *Leathernecks!*

[NAME]

Hi [NAME],

The world needs Leathernecks now more than ever. That's why we're gathering support for The Western Challenge on April 24. I love giving back to Western because [REASON/in honor of X]. If you're able to join me in making a gift of any size, your support allows [AREA or PROJECT] to meet the evolving needs of our students. I hope you'll join me in making a gift at [wiu.edu/westernchallenge/](http://wiu.edu/westernchallenge/) on April 24!

Thank you, and go *Leathernecks!*

[NAME]