



## Introduction and About NASPA Foundation Day One

Thank you for your participation in supporting NASPA Foundation Day One (#NASPADayOne)! Day One is a celebration of the founding of NASPA on January 15th, 1918 -- 105 years ago! As the work of student affairs professionals continues to transcend and impact the lives of countless students, Day One is an opportunity to reflect on the growth of NASPA and transform how people think about, talk about, and participate in giving back. Donations will help NASPA sustain future growth and allow student affairs professionals access to opportunities that may otherwise be out of reach.

The goal of #NASPADayOne is to raise \$10,500 through 105 donors to recognize the 105th year of NASPA's founding. Encourage individuals to:

- Give \$105; helps support a graduate student to attend the Annual Conference
- Give \$25 on the 25th; helps cover the costs of membership dues to ensure campus professionals can stay connected

Donations this year are critical as the COVID-19 pandemic has touched many student affairs colleagues, and thus impacting their ability to access membership and professional development opportunities. In response to this, donations will support NASPA access scholarships, which were created to mitigate the financial barriers to participation in NASPA opportunities amongst the student affairs community during this time. To help NASPA reach its goal for Day One, this toolkit will help you encourage individuals to make a donation.

## Key Information

### Dates and Deadlines:

- Event Date: January 25-26, 2023

### Social Accounts and Tags:

- #NASPADayOne - this is the most important tag! Please use it wherever possible.
- Social handles - tag NASPA in all your social media posts
  - Twitter: @NASPATweets @NASPAGives
  - Instagram: [@naspapics](#)
  - Facebook: [@naspafB](#)
- Tags to consider:
  - #NASPADayOne #studentaffairs #givingback #donate #25onthe25th #give105



## Shareable Images

We have created some graphics that can be incorporated into your posts. Download graphics [here](#).

## Sample Twitter Messages

### General

- #NASPADayOne is an opportunity to celebrate the founding of NASPA and give back to our members. NASPA is looking to raise \$10,500 through 105 donors to support NASPA membership dues, events, and increase NASPA access scholarship recipients. Donate today: <https://www.naspa.org/events/naspa-foundation-day-one>
- Join me in celebrating #NASPADayOne on Jan. 25th by making a donation in support of the 105th founding anniversary of NASPA. All donations will empower the impact of student affairs by supporting colleagues' membership dues and attendance at NASPA events. <https://www.naspa.org/events/naspa-foundation-day-one>
- Give \$25 on the 25th in support of #NASPADayOne! Making a donation will help cover the cost of membership dues to ensure student affairs professionals stay connected to NASPA events and professional development opportunities. <https://www.naspa.org/events/naspa-foundation-day-one>
- Help NASPA reach their \$10,500 goal by making a donation today in support of #NASPADayOne. Any donation allows for the future growth of student affairs through today's campus professionals #givingback. <https://www.naspa.org/events/naspa-foundation-day-one>
- Will you join me in donating to #NASPADayOne? Donations help sustain the future growth of NASPA and allow NASPA to give back to its members by providing them with opportunities that may otherwise be out of reach. <https://www.naspa.org/events/naspa-foundation-day-one>



- Now more than ever, as many of our colleagues have been impacted by COVID-19, donations are needed to reduce the financial barriers facing our members. Will you join me in giving back and helping NASPA reach their \$10,500 goal? #NASPADayOne  
<https://www.naspa.org/events/naspa-foundation-day-one>



## Sample Email to Networks and Colleagues

Subject: In celebration of NASPAs 105th Anniversary, will you help NASPA raise \$10,500?

Dear [Insert Name],

[Day One with the NASPA Foundation](#) is an opportunity to celebrate NASPAs rich history and give back to our members. As the work of student affairs professionals continues to transcend and impact the lives of countless students, I hope you will consider making a donation to help sustain future growth in the field of higher education.

For the Foundation's Inaugural Day One, NASPA is looking to raise \$10,500 through 105 donors in recognition of NASPAs 105th Founding Anniversary:

- A donation of \$105 will help support a graduate student to attend the NASPA Annual Conference.
- Giving \$25 on January 25th will help cover the cost of membership dues to ensure campus professionals stay connected.

In addition, donations will help support NASPAs new access scholarships - designed to reduce the financial barriers to attending NASPA events.

Every dollar helps support the mission of the Foundation and ensures NASPA Members are supported. However, empowering our members to attend professional development events would not be possible without your support. I hope you will join me in helping NASPA reach their goal of \$10,500.

Best,  
[sign name]