



SOCIAL MEDIA CAPTIONS

ONE DAY *for Western*

Before April 3

One Day for Western is a day when Catamounts everywhere come together to create opportunities that change lives. Learn how you can be part of it at oneday.wcu.edu #OneDayforWCU

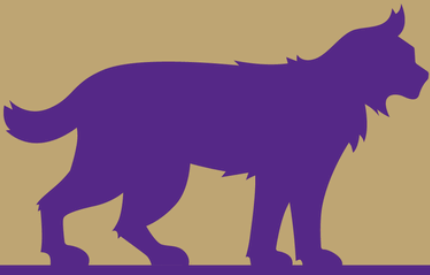
One Day for Western is back on March 26! Are you ready to make an impact and help shape the future for current and future Catamounts? Learn more at oneday.wcu.edu. #OneDayforWCU

♥ What inspires you to give on One Day for Western? I'm supporting **[INSERT PRIORITY]** because **[INSERT WHY YOU GIVE]**! Explore all the ways you can make one day possible at oneday.wcu.edu #OneDayforWCU

I'm all in for WCU on One Day for Western—are you? Help us make a difference for Catamounts and Fill the Western Sky on March 26! Learn more at oneday.wcu.edu #OneDayforWCU

📣 Calling all Catamount supporters! Let's spread the word about #OneDayforWCU and make one day possible for students in **[UNIT NAME / TEAM NAME]**. Join the fun and make your gift on March 26!

One Day for Western is your chance to support **[INSERT PRIORITY]** and make a lasting impact. I'm in—are you? Visit oneday.wcu.edu to learn more and help spread the word! #OneDayforWCU



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On April 3

Today's the day! I just made my #OneDayforWCU gift—now it's your turn! Let's make one day possible for Catamounts together. Give now at oneday.wcu.edu

🎉 One Day for Western is here! Help me make an impact for students in **[COLLEGE / TEAM]**. Every gift counts, and together, we can make one day possible. Go Cats! oneday.wcu.edu #OneDayforWCU

Just gave for #OneDayforWCU! Join me in supporting current and future Catamounts—because when we give together, we create life-changing opportunities. Make your gift now at oneday.wcu.edu

🌍 This year, we're turning the map purple for One Day for Western! My state is accounted for—how about yours? Check the map and make your gift at oneday.wcu.edu #OneDayforWCU

Caption prompts:

Share why supporting a particular priority is important to you.

Share why you want to give back to WCU.

Share what your 'one day' was before you came to Western and talk about how WCU helped you achieve your goals.

Action phrases:

Calling all Catamounts!

Help make one day possible!

Can I count on your support on March 26?

Let's turn the map purple this One Day for Western!

I gave on March 26 because **[INSERT WHY YOU GIVE]**. Why do you give to WCU?