

# Giving Day Resources

Website – <http://go.lawrence.edu/givingday>

- website layout and content
- social media kit

## Sample Emails

1 Week Before Email to Young Alumni (Classes 2006-2013)

<http://p0.vresp.com/MbYQeg>

1 Week Before Email to Alumni of the '90s

<http://p0.vresp.com/PC25OB>

Day of Email for Young Alumni

<http://p0.vresp.com/tpXr32>

Day of Email for General Group

<http://p0.vresp.com/UBscEb>

Cookie Cakes – [www.facebook.com/ShellyCookiesAppleton](http://www.facebook.com/ShellyCookiesAppleton)



Buttons – [www.purebuttons.com](http://www.purebuttons.com)



Postcard Production – [www.newprinting.com](http://www.newprinting.com)

Lawrence did the design work and N.E.W. Printing did the printing and mailing.

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