

## TAG (Thank-a-giver) DAY 2020 on February 26

**What is TAG Day?** Donors provide crucial resources for the entire University community – from scholarships, to funding for faculty development and research, to support that enhances academic programs and campus facilities.

TAG Day is an annual event that provides a visible representation of all the areas on campus that benefit from donor support – with over 500 tags on display!

Once you have reviewed the samples attached, **please let us know how your area would like to participate:**

- I would like #\_\_\_ of tags to post in my area
- My area can be a location for TAG Day sticker pick-up
- I would like #\_\_\_ of “I Give Back” stickers to give to people to wear on TAG Day
- I would like #\_\_\_ of “I Benefit” stickers to give to people to wear on TAG Day
- I will post on social media to thank donors on TAG Day (thank you video from students, photo of students holding a thank you sign etc...)

I will send the Binghamton Fund a blurb to put on a special “Did You Know?” tag in my area

**After TAG Day**, please send the following back to Sandy Griffiths OO-G067:

- Extra stickers and the tags from your area
- A list of what you tagged
- Screenshots of any social media posts