Copy and paste these messages into communications materials or use them as a starting point and tailor them to make them your own. We encourage you to highlight ways in which your schools or organizations are making a relevant impact in the fight against racism or COVID-19 research and clinical care.

**BOILERPLATE:**

To say that the past few months have been difficult would be a gross understatement. We have experienced injustice and unrest, all in the midst of the devastation and loss caused by a global pandemic. **We know that many in our community mourn for those taken by disease and violence. We mourn with you.**

Rutgers strives, in all that it does, to give the world hope. On June 17, Rutgers Giving Day, we ask that you take a moment, if you are able, to support a Rutgers cause that gives you hope. **In the face of extraordinary difficulty, we can still better the world together.**

Empower the next generation of leaders. Support the researchers who are working to stop COVID-19. Give back to a school or program that empowered you to make change in the world. And if you are not able to make a gift, but want to show your support, spread the word about how others can make a difference using #RUGivingDay, or take part in challenges throughout the day.

Thank you for helping Rutgers help the world, when the world needs it most.

**SOCIAL MEDIA:**

**SAVE-THE-DATE**

On Rutgers Giving Day, June 17, join in a day that is all about #RCommunity. #WeRUnited #RUGivingDay

Join us on Rutgers Giving Day, June 17, and support students, faculty, and research at [SCHOOL OR UNIT]. #RUGivingDay #WeRUnited
Help Rutgers better the world. Make a gift on Rutgers Giving Day, June 17, and support scholarships, research, programs, and more. #WeRUnited #RUGivingDay

**DAY-OF**

Support the causes that matter most to you on #RUGivingDay. Now more than ever, your favorite parts of Rutgers need your support to continue innovating, discovering, and educating the leaders of tomorrow.

Join us today, Rutgers Giving Day, and support [SCHOOL OR UNIT] with a gift. Your generosity creates opportunities for students and helps Rutgers better the world. #RUGivingDay

An investment in [SCHOOL OR UNIT] has unlimited potential. Make your #RUGivingDay gift before midnight.

**HASHTAGS**

- #RUGivingDay
- #RCommunity
- #ScarletForever
- #WeRUnited