

# HOMECOMING 2015

OCTOBER 5TH-10TH



MON.  
10/5

**POWDER PUFF FOOTBALL** • Apogee Stadium, 6pm

TUES.  
10/6

**HOMECOMING PICNIC** • Library Mall, 11am-1pm - *Requires valid UNT ID*  
**MOVIE NIGHT: GREASE SING ALONG** • Library Mall, 8pm

WED.  
10/7

**SPIRIT DAY & CANSTRUCTION** • Library Mall, 11am-1pm  
**COMEDY SHOW** • Auditorium, 8pm - *Requires valid UNT Student ID*

THURS.  
10/8

**YELL LIKE HELL** • Coliseum, 7pm

FRI.  
10/9

**SPIRIT MARCH** • Begins at Fraternity Row on Maple St., 7pm  
**BONFIRE** • Apogee Stadium, 8pm

SAT.  
10/10

**PARADE** • Begins on Sycamore St. and Welch St., 10am  
**FOOTBALL GAME: MEAN GREEN vs PORTLAND STATE** • Apogee Stadium, 4pm

LOCATIONS IN CASE OF RAIN: Homecoming Picnic - Coliseum, Movie Night - Auditorium  
Please contact 940-565-3807 at least 7 days prior to request special accommodations.

 UNT Homecoming

 @UNTHomecoming

 UNT Homecoming

[HOMECOMING.UNT.EDU](http://HOMECOMING.UNT.EDU)

STUDENT  
ACTIVITIES

**UNT**

DIVISION OF ADVANCEMENT  
OFFICE OF THE PRESIDENT  
HOUSING & RESIDENCE LIFE  
DINING SERVICES

**HOMECOMING  
CREW**

**UPC**

**125**

**5miles**  
YOUR PLAN FOR 2015

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## The 125<sup>th</sup> UNT Giving Week

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### OVERVIEW

Giving Week is a 125 hour campaign, beginning during Founder's Week. Starting September 14 and concluding on the morning of September 19, UNT's Giving Week will be the first Annual Fund campaign spanning more than one day and including all of UNT's constituents. Gifts received during this campaign will be monumental in kicking off fiscal year 2016 and the 125<sup>th</sup> anniversary celebration.

### GOAL

To acquire 1,250 donors in 125 hours

### PRIMARY SOLICITATION AUDIENCES

- All constituents in our database that have both a valid email and mailing address (approximately 74,000)
- All UNT social media followers, including UNT Facebook, Twitter and Instagram accounts

### SOLICITATION COMPONENTS

- Postcard (precursor to Giving Week) – mailed 8/20
- Insider e-newsletter – 8/26
- In-House article – 9/2, 9/16
- Email save the date – 9/8
- Facebook save the date – 9/9
- Email reminders – 9/14, 9/17, 9/18
- Twitter reminders – 9/13, 9/14, 9/16, 9/18
- Facebook reminders – 9/14, 9/15, 9/17, 9/18
- Instagram reminders – 9/14, 9/18
- North Texan article – 9/30

A postcard will be mailed as a precursor to the campaign, followed by various other solicitation components through print, social media and email marketing, in collaboration with URCM.

*UNT Annual Fund will continue to use 125<sup>th</sup> messaging and branding throughout the year in all other solicitation and stewardship pieces.*

