

**What is Giving For Gold?**

Giving for Gold is our next big campus-wide event, following in the footsteps of Lumps & Bumps, Heart2Heart, and Spit Happens.

This year, we’re collecting items to donate to a number of charities and good causes, including non-perishable foods, clothing, bedding, books, cosmetics, toiletries and sanitary products. Dedicated website: <https://www.lboro.ac.uk/news-events/givingforgold/>

**When and where does it take place?**

There will be donation points at almost 30 locations across campus, including all halls, the Library, the two gyms, Martin Hall, WPTH, Hazlerigg and Rutland, and the LSU.

The campaign begins on the 2nd of March and ends on the 18th, with donation stations open from 2nd to 17th.

The big day will be Wednesday 18th, when all donated items are taken to Room 1 in the LSU for counting and sorting. People will be able to donate items on the 18th in Room 1, and there will be thank you presents for collection if you have donated throughout the campaign.

**What do I need to do? How can I help?**

We need you to use your influence and help us spread the word about this campaign. Share our suggested wording and assets on social media channels, send it to friends, post up reminders in your communal spaces, and get the message out there.

We’ve provided suggested text (on page 2) and a variety of asset sizes for you to use in your efforts to make it as easy as possible for you. However, do feel free to make your own posts – these are just suggestions to help everyone get involved!

**Suggested messaging for you to use**

**Short form –Twitter, Instagram**

*(Social media channel managers)*

* #GivingForGold is underway! Running until 18th March, we're asking the #LboroFamily to donate items to be given to a variety of local and regional charities and good causes. Find out more: <http://bit.ly/2Psd0ip>
* We’re #GivingForGold 🥇 Until the 18th March, you can get involved too by donating unwanted items into donation stations around campus – more info here: <http://bit.ly/2Psd0ip>

*(Individual accounts)*

* Proud to be #GivingForGold! I’ve donated (INSERT ITEMS), which @LboroUniversity and @LoughboroughSU will distribute out to local and regional charities and good causes. Join in: <http://bit.ly/2Psd0ip>

*(Venues and halls specific)*

* We have a #GivingForGold donation station in \_\_\_\_\_\_. Find out more about what items you can donate, and why you should get involved: <http://bit.ly/2Psd0ip>

**Long-form – Facebook, Linked In, Instagram**

* We’re #GivingForGold! Until the 18th of March, make sure to dig out unwanted clothes, non-perishable foods, unused toiletries and books, and pop them into donation stations across campus so they can be distributed to a number of charities and good causes. With your support, we’ll be helping vulnerable groups of people (and dogs!) in the community whilst adopting a more sustainable approach to life by preventing these items from potentially going to landfill instead. Find out more: <http://bit.ly/2Psd0ip>
* I am #GivingForGold! Loughborough University and Loughborough Students’ Union are collecting items until the 18th of March to be distributed to a number of local and regional charities and good causes. There are loads of places to donate across campus – find out more here: <http://bit.ly/2Psd0ip>

**Group chats / Facebook groups**

* Hi everyone, just a reminder to get involved in the Giving for Gold campaign happening across campus. You can donate non-perishable food, clothing, bedding, books, toiletries, cosmetics and sanitary products. There are venues all over campus, and each item you donate will go to a charity or good cause – info here: <https://www.lboro.ac.uk/news-events/givingforgold/>
* Hi all, remember to get involved in the Giving for Gold campaign. It runs across campus until the 18th so you have plenty of opportunity to get those odd tins of food you won’t eat and clothing you don’t wear any more put to good use! Message me if you have any questions, info here: <https://www.lboro.ac.uk/news-events/givingforgold/>