

# One Week. One Pitzer. Social Media Toolkit

## Background

One Week. One Pitzer. is our annual (award-winning!) week of philanthropy and giving! Because we are unable to gather physically, this year we are emphasizing “One Pitzer” to acknowledge both the strain of time spent apart and celebrate the Pitzer connections we have maintained and made during these trying times.

The number “one” can mean solitary, and a lot of this year has been spent in separation. “One” is also a symbol of unity. We have learned together, grieved together, and rallied together. We look forward to reconvening on campus soon, but for now, remember that we are always, One Pitzer.

## Graphics for Sharing

### Horizontal Format for Facebook, Twitter, and LinkedIn

The logos below can be used to post on the following social media platforms: Facebook, LinkedIn, and Twitter. We have provided two different background photos that you may choose from.



**Square Format for Instagram**

The logos below can be used to post on Instagram to avoid any cropping.



Download a logo to paste onto your own photo below!



## Suggested Captions for Social Media

Please feel free to amend any of the suggested captions below for your own posts. Additionally, you may write your own caption as well. All we ask is that you tag @PitzerCollege and include #OnePitzer should you choose to edit or write your own post.

Caption 1: Did you know this week is One Week. One Pitzer.? It is a time of celebrating, uplifting, and supporting our unique community of global changemakers! To help rally our community in support of the next generation of Pitzer students, the Pitzer College Board of Trustees is offering a challenge. If 200 people make a gift this week, the Board will give \$50,000 to Pitzer College. If we surpass 200 donors and reach 400 donors, the Board will give an additional \$50,000, for a total of \$100,000! Make an impact on future generations of Pitzer changemakers by making a gift today! #OnePitzer

<https://www.givecampus.com/hnzkdc>

Caption 2: The Pitzer College Board of Trustees is offering a challenge to the Pitzer community during One Week. One Pitzer. If 200 people make a gift this week, the Board will give \$50,000 to Pitzer College. If we surpass 200 donors and reach 400 donors, the Board will give an additional \$50,000, for a total of \$100,000! Join me in supporting future generations of Pitzer students by making a gift today. #OnePitzer

<https://www.givecampus.com/hnzkdc>

Caption 3: It's One Week. One Pitzer.! During this week of celebration, I am committed to supporting the values that Pitzer has instilled in me. Will you join me in supporting the next generation of Pitzer changemakers? Make your gift today and learn how you can double your impact through the Board of Trustees challenge below! #OnePitzer <https://www.givecampus.com/hnzkdc>

Caption 4 (280 Characters for Twitter): It's One Week. One Pitzer.! Join me in supporting the next generation of Pitzer changemakers by making a gift below! #OnePitzer

<https://www.givecampus.com/hnzkdc>

Caption 5: It's One Week. One Pitzer.! This year has been tumultuous to say the least, but this week, let's focus on engaging with our own community. Through the numerous virtual events put on by @PitzerCollege throughout the week, join me in celebrating One Week. One Pitzer.! #OnePitzer

<https://www.pitzer.edu/one/>

Caption 6: Let's celebrate! @PitzerCollege is a place that has had a profound impact on my life. This week is One Week. One Pitzer., and I couldn't be happier to join in on the virtual engagement opportunities the college is offering throughout the week. Join me in engaging with and supporting Pitzer today! #OnePitzer <https://www.pitzer.edu/one/>

Caption 7: As we continue to persevere through this pandemic, let's take the time to celebrate the community we've maintained and built along the way. While it may seem challenging to find positivity in difficult times, it's the way to maintain hope and the strength to continue. Join me in celebrating One

Week. One Pitzer through the numerous virtual events that will be held or consider giving to @PitzerCollege to support the next generation of global changemakers. #OnePitzer  
<https://www.pitzer.edu/one/>

**Questions?** Contact Elijah Pantoja '18, Annual Giving Coordinator at [Elijah\\_pantoja@pitzer.edu](mailto:Elijah_pantoja@pitzer.edu)