

Founders' Day: Feb–May 2014

The goals of these digital marketing and communications tactics (web, email and social media) were to invite alumni to celebrate the founding of the university with their local chapters, as well as educate our audiences about the history of the commemorative anniversary, and encourage them to engage with us and with each other. We also used paid Facebook advertising, targeted by geography, to boost attendance at select chapter events.

Social Media Posts

Sample of one of many Facebook and Twitter posts throughout the Founders' Day season. Messaging varied between tradition and celebration, and promoting participation in local chapter events.



Wisconsin Alumni

February 5 · 🌐

From 20 students learning Latin and arithmetic in a 720 square foot room ... to more than 43,000 student spread across 936 acres. See how the University of Wisconsin-Madison has grown since the first day of class on February 5, 1849.



Wisconsin Alumni Association - Founders' Day: Celebrating 165 Years of the UW

Some things haven't changed in the last century of celebrating Founders' Day...

UWALUMNI.COM

Paid Facebook Ads

Targeted to UW-Madison graduates living in Chicago; tested messaging (camaraderie vs. speaker and topic)

**Wisconsin Alumni**
Sponsored · 

Who better to sing Varsity with than your fellow Badgers? Celebrate UW-Madison May 1!



Chicago Founders' Day

Join fellow alumni for the chance to connect with the University of Wisconsin-Madison — and each other — while sharing in rich traditions and learning as Badgers again.

WWW.UWALUMNI.COM

[Sign Up](#)

**Wisconsin Alumni**
Sponsored · 

Join your fellow alumni in Chicago for a panel discussion on "Head Injuries in Sports."



Founders' Day — May 1

Join fellow alumni for the chance to connect with the University of Wisconsin-Madison — and each other — while sharing in rich traditions and learning as Badgers again.

WWW.UWALUMNI.COM

[Sign Up](#)

Website – “Share Your Pride” page

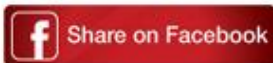
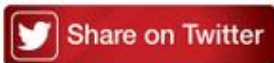
Encouraged alumni to share their personal stories or thoughts, as well as giving them easily-sharable points of pride, or “Badger News to Brag About” that were specifically chosen to celebrate academic excellence past (historic milestones), present (current research and news from the UW) and future (student achievements), as opposed to more traditional spirited or athletic-focused messages.



Share Your Pride

“I’m proud to be a Badger because ...”

Tell us why you’re proud to be part of the UW’s past, present and future during the celebration of Founders’ Day season!



- ✉ Email us at wisalumni@uwalumni.com.
- 🔗 [Log in to the alumni directory](#) and leave a comment below.
- ☎ Call 608.262.2551.
- 📍 Send a note to 650 N. Lake St. | Madison, WI 53706.



Founders' Day

Celebrating UW excellence: past, present and future.

Wisconsin Alumni @WisAlumni

dduesterhoeft @dduesterhoeft 26 May
I'm proud to be a Badger because Prof. Mike Leckrone shared great stories in San Antonio bit.ly/1f7gcVI via [@wisalumni](#) [#UW1849](#)
Expand

Jennifer Fields @jenni_fields 15 May
Had a fantastic night at my first [#UWFoundersDay](#) as a [@WisAlumni](#). So far from home, but so much [#badger](#) pride with the [@Boston Badqahs](#).
Expand

dominique brossard @brossardd 15 May
Excited to be the Featured Speaker at the 2014 Connecticut Founder's Day event! [#uw1849](#) [@UWMadisonCALS](#) [@WisAlumni](#)
Expand

Daniel Frank @danielmfrank 15 May
I'm proud to be celebrating [@UWMadison](#) & Founders' Day w/ fellow [@bayareabadgers](#) May 29! bit.ly/1dJfRv via [@wisalumni](#) [#UW1849](#)
Expand

WAA BC Green Bay @GB_Badgers 9 May
Even the our [@WisAlumni](#) [@badgerband](#) made it! [#uw1849](#) [#tubac](#)

News You Can Be Proud to Share

Go ahead: brag about being a Badger with these highlights from 165 years of academic excellence at UW-Madison. It's a legacy that began on February 5, 1849, when 20 students gathered to learn arithmetic, grammar and Latin — marking the University of Wisconsin's first day of class and the beginning of what has grown into a world-class institution.

[Did you know? In 1935, UW economist & alumnus Edwin Witte 1909, PhD'21 led the commission that drafted the Social Security Act.](#)

[Research by UW Shapes National Climate Report](#)

[Former Badger Hockey Champ Burish Ready to Become a Doctor](#)

[Chancellor Honors More Than 100 Award-Winning Undergraduates](#)

[Tweet #uw1849](#)

[Tweet #uw1849](#)

[Tweet #uw1849](#)

[Tweet #uw1849](#)



CAN'T BUY ME LOVE

Recent studies show that when it comes to having a sense of fulfillment, the amount of money that young adults have is less important than whether they perceive that money as being sufficient for enabling meaningful lives. It's a message **Soyeon Shim, dean of the UW's School of Human Ecology and 2014 Founders' Day speaker**, thinks needs to be better communicated to students.



DATING GAMES

It's estimated that a quarter to a third of recent U.S. marriages are the result of relationships that began online. Yet despite how common it's become, many remain suspicious of online personas — even an eligible Badger like Bucky — says **Catalina Toma, a UW assistant professor of communications science who specializes in online self-presentation.**

Email Campaign – February *Badger Voice* enews

February 6, 2014 issue of WAA e-newsletter sent monthly to 188,000 alumni



Badger Voice

February 2014



FINDING Founders' Day

1928 Founders' Day | UW-Madison Archives



Golden Goal



Let's Go Streaking



Badgers of the Highest Order



WIN TICKETS TO THE 2014 BIG TEN MEN'S BASKETBALL TOURNAMENT.

[Enter Here](#)

Filled with news, nostalgia and more to keep alumni tapped into what's happening at the UW.

Digital Content

I researched, wrote and posted online two original features about Founders' Day that we published and shared on our website, via email and through social media.

"Founding Fathers"

(Also the cover story in the Spring 2014 issue of *Badger Insider* magazine)

<http://www.uwalumni.com/news/founding-fathers-1849/>

"A Century of Celebrating the UW"

<http://www.uwalumni.com/news/century-of-founders-days/>