

## UW Homecoming

After nearly a century of student-focused activity, WAA re-launched Homecoming to alumni in 2012, with the key message being: “This is the perfect time of year to celebrate being an alumna.” Working with our graphics team, I redesigned the website with the goal of sharing information about weekend activity and selling ticket packages, along with giving our audience a variety of ways to celebrate Homecoming no matter where they live, knowing a majority of UW graduates do not return to Madison.

## Social Media

My social media campaign to encourage engagement was designed to transition from a “save the date” message, to active calls to action, and finally celebration in the weeks leading up to Homecoming. Beyond our website, the “hub” where alumni could pick and choose how they wanted to participate, I pushed these messages through Facebook, Twitter and Instagram using digital content and storytelling, photos and spirited graphics.

**Wisconsin Alumni**  
September 30, 2013

Wearing your best red at work, or in your community, is a GREAT way to kick off Homecoming Weekend! Show off your Badger pride on UW Spirit Day -- happening Friday, October 11.

<http://bit.ly/gQdJIY>



Like · Comment · Share

12 17 Shares

**Wisconsin Alumni**  
October 6, 2013

Show off your U-RAH-RAH! Tweet or Instagram your biggest Badger smiles all this Homecoming week (including Spirit Day on Fri. Oct 11) using hashtag #UWHC





### Wisconsin Alumni

October 7, 2013 · 🌐

Homecoming blast from the past, courtesy UW-Madison Archives!

Will we see you downtown Friday for this year's Homecoming Parade presented by Lowe's? <http://bit.ly/1eGTmYe>

(Don't forget to stop at the Alumni House on Lake St. afterward for a post-parade spirit stop with refreshments, photos with inflatable Bucky and more!)



### Wisconsin Alumni

October 8, 2013 · 🌐

It's Homecoming Week ... pretty much the best time of the year to celebrate your alumnihood. Comment below and tell us why you're so darn proud to be a Badger.



### Wisconsin Alumni

October 9, 2013 · 🌐

You don't have to miss singing "Varsity" with your fellow Badgers just because you're not in Madison. Find a local game watch here: <http://bit.ly/14GYJS5>



### Wisconsin Alumni

October 10, 2013 · 🌐

As you put on your jammies and set out tomorrow's clothes, a gentle reminder that it's UW SPIRIT DAY!!! Wear your cardinal and white to kick off Homecoming Weekend (and don't forget to send us a photo.)

"Share" this to spread the word to your fellow UW-Madison grads.

<http://bit.ly/gQdJIY>



SPIRIT DAY

Friday, October 11







Wisconsin Alumni

October 11, 2013 · 🌐

It's our favorite weekend of the year! Find out how you can celebrate from anywhere in the world at <http://uwalumni.com/homecoming>.



Wisconsin Alumni

October 12, 2013 · 🌐

Share your Homecoming and show us how you're celebrating your alumnihood around the world!



Wisconsin Alumni

@WisAlumni

Looks like perfect parade weather to us!  
[#uwhc](#)

👤 Reply 🗑 Delete ★ Favorite ➦ Share \*\*\* More



Wisconsin Alumni

@WisAlumni

Happy Homecoming from the Field House! Where are you cheering on [@BadgerFootball](#) today? Tweet us a pic at [#uwhc](#)

👤 Reply 🗑 Delete ★ Favorite ➦ Share \*\*\* More



## Facebook Contest



Where tradition lives

October 24–26, 2014

Play our Badger IQ quiz for your chance to win a **Homecoming Weekend 2014 prize package**, including tickets to the **BADGER HUDDLE®**, football game, **The Red Shirt™**, **Seventh Edition ... and more!**



When did the UW hold its first Homecoming? \*

- ☐ 1901
- ☐ 1911
- ☐ 1941

What is Bucky Badger's real name? \*

- ☐ Buckwheat U. Badger
- ☐ Buckingham U. Badger
- ☐ Buckley Badger
- ☐ Sir Baxter Badger III

Who will the Badgers battle in the 2014 Homecoming game? \*

- ☐ Minnesota
- ☐ Rutgers
- ☐ Maryland
- ☐ Nebraska

Name \*

Wendy

First

Hathaway

Last

UW-Madison Graduation Year(s) (if applicable)

Email \*

What's your favorite UW-Madison tradition? (optional)

☐ I have read and agree to the rules below \*

Submit



# Where tradition lives

Save the date: October 24–26, 2014

Membership | Alumni & Friends | Online Tools | Marketplace | Chapters & Affiliates | Lifelong Learning | Travel | Students | Athletics | Get Involved | About WAA | Newsroom | Life

Membership

Reconnect with all things UW during **Homecoming Weekend, October 24–26, 2014**. From football and friends to favorite campus places, remember your Badger glory days and be part of a tradition 103 years in the making.

## Schedule of Events

### Friday, October 24

Homecoming Parade | 6:00 p.m.  
Pep Rally | 7:30 p.m. — Memorial Union

### Saturday, October 25

BADGER HUDDLE® | Field House — 8:30 a.m.  
Kickoff vs. Maryland | Camp Randall Stadium — 11:00 a.m.

### GAME DAY PACKAGES



Be a part of all the game day action! Wisconsin Alumni Association members are eligible to purchase Game Day ticket packages beginning Tuesday, June 3.

### TRADITIONS



Since 1911, Badgers have been coming back to campus to celebrate their alma mater. Discover more than a century of Homecoming history [here](#).

### STUDENTS



The tradition of Homecoming is alive and thriving among current Badgers. Whether you're a freshman or a senior, [click here](#) to be a part of the hoopla!





## Website – “Celebrate”



Where tradition lives

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## Celebrate Alumnihood

There's no better time than Homecoming to tell the world you're proud to be Wisconsin alumni ... and we've got the Top 12 ways to celebrate no matter where you live, from Badger gear to game watch hot spots and more!



### Spirit Day

Jump start the weekend by wearing your Badger red at work or in your community for Spirit Day 2013! And, don't forget to snap a photo and share.

**#UWHC**   

Whether you're two minutes from the action or thousands of miles away, we want to know how you're getting into the #UWHC spirit! Tweet, post and share your Homecoming experiences day and night. Follow [@WisAlumni](#) on [Twitter](#), [Instagram](#) and [Facebook](#) and use the hashtag **#UWHC**.

#uwhc



## The Red Shirt™ & Cheer Packs

Going to the game? Celebrating from home? No matter where you'll be this Homecoming, you can get all of the Homecoming-exclusive items that you'll need to spur your Badger spirit here.

## Weekend Activities

From the parade to the game and everything in between, campus is sure to be aglow with Badger spirit. See the current schedule of events [here](#).

## Find Local Badgers

Looking for a place to watch the Homecoming matchup ... but can't make it back to Camp Randall? Visit our UW Alumni Game Watch page to connect with fellow Badgers in your area!



## Wisconsin Rewind

Watch live online as Forward under 40 honoree Ben Relles '97 of YouTube shares how he's taking his education viral **Thursday, October 10** at 5:00 p.m. CT.

## Say (Wisconsin) Cheese!

From Camp Randall or your couch, we want to see your biggest Badger smiles. Share your school spirit and upload your best Homecoming Fan Photos all weekend long.

## Give Back

[Near campus?](#) Take part in campus cleanup, donate to the Homecoming food drive or give blood. Away from home? Consider sharing your time or resources to support your local community!


## Traditions

Since 1911, Badgers near and far have been coming back to campus to celebrate their alma mater. [Discover](#) 102 years of Homecoming.

**Wisconsin Alumni**  
@WisAlumni

24 Jul

Don't miss out: Homecoming 2014 packages are now on sale! [bit.ly/1j0AmVx](http://bit.ly/1j0AmVx)  
[pic.twitter.com/bHklImF4ew](http://pic.twitter.com/bHklImF4ew) #UWHC



Expand

**Homecoming UW**  
@HomecomingUW

17 Jul

#tbt A snapshot of some Badger-Gamers in 1999! Only 105 days left until Homecoming Week(Photo by @UWDigiCollec) #uwhc  
[pic.twitter.com/XunK2iQIMU](http://pic.twitter.com/XunK2iQIMU)





### Badger IQ Quiz

Test your knowledge of one of our favorite, century-old traditions in this special edition of Badger IQ Quiz.

### DIY Spirit

Cut. Fold. Tape. CHEER! Get crafty with this free make-your-own Badger pennant kit.

### Badge of Pride

Tell the world (wide web) you're not just anyone. Show off your Badger pride during Homecoming week by uploading one of our signature social media icons to your Facebook or Twitter profile.

### Spread the Word

Use our Alumni Directory to find reconnect with your old roommate, study buddy or Frank's Place co-worker and bring them in on the fun of Homecoming.

Expand



**Homecoming UW**  
@HomecomingUW

10 Jul

#tbt Here's what Yell Like Hell looked like in 2003! Only 112 days left until Homecoming Week #uwhc [pic.twitter.com/MFp8CwAqna](https://pic.twitter.com/MFp8CwAqna)

\*Retweeted by @uwelBarneshoff

Tweet #uwhc

Click the "Play" button to see some of the top tweets from UW-Madison alumni during last year's Homecoming celebration.




**Homecoming 2012 #uwhc**






## Website – Home Page promotion






WISCONSIN  
ALUMNI  
ASSOCIATION

Membership | Alumni & Friends | Online Tools | Marketplace | Chapters & Affiliates | Lifelong Learning | Travel | Students | Athletics | Get Involved | About WAA | Newsroom




On Sale Now  
Get your BADGER HUDDLE® tailgate tickets for the October 12 UW Homecoming game before they're gone!



ALUMNI

Snap and share your Badger photos for your chance to be our [Fan of the Week!](#)



**The Red Shirt** SIXTH EDITION


BY THE LIGHT OF THE MOON


The official shirt of UW Homecoming 2013.

[Look Your Badger Best This Homecoming](#)  
Is your Red Red Shirt™, Sixth Edition washed, pressed and ready to wear? Get the OFFICIAL shirt of Homecoming 2013 at [uwalumni.com/homecoming](http://uwalumni.com/homecoming) today!

[UW Spirit Day | Friday, October 11](#)  
Let the whole world know you're proud to be a Badger and wear your best red (or even better, your Red Shirt!) to kick off Homecoming weekend.

**News & Features**









 [Early Homecoming as U.S. Army Reservist Makes Surprise Return From Afghanistan](#)

 [UW Alumni Park Will Bring Gardens, Picnic Spots to East Mendota Lakeshore \(Wisconsin State Journal\)](#)

**What's Happening**

[UW Homecoming October 6-13, 2013](#)

**Recent Grad RESOURCES**



**Quick Links**

[Log In: Alumni Directory](#)

[Log In: uwalumni.com Email](#)

[Membership: Join or Renew](#)

[Alumni Park: Our Gift to the Heart of UW-Madison](#)

[Badger Career Network](#)

[Events](#)

[Badger Voice](#)

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[See Your Alumni Profile](#)



WISCONSIN  
ALUMNI  
ASSOCIATION



University of Wisconsin  
**W** HOMECOMING  
Est. 1911

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How can you celebrate UW Homecoming if you're not on campus? There are at least a dozen ways!

[Visit \[uwalumni.com/homecoming\]\(http://uwalumni.com/homecoming\) to find out how.](#)

**Share Your Homecoming**

 [Tweet #uwhc](#)

Show off your U-RAH-RAH and tweet or instagram us this Homecoming weekend.



**SPRIT DAY Friday, October 11**

Jump start Homecoming weekend by showing the world how proud you are to be a graduate of the University of Wisconsin-Madison!

**Don't forget to share!**  
Don't keep the Spirit Day excitement to yourself! Post a photo to our [Facebook page](#), or share a [Tweet](#) or [Instagram](#) with [@wisalumni](#) using the hashtag [#uwspriteday](#). You can also email us at [spriteday@uwalumni.com](mailto:spriteday@uwalumni.com).

**Homecoming 2013**

**ON CAMPUS**

- ✓ [Homecoming Parade](#)  
Friday, Oct. 11 | 6 p.m.
- ✓ [Alumni House Spirit Stop](#)  
Friday, Oct. 11 | Post-Parade

**CELEBRATE ANYWHERE!**

- ✓ [Wear red on Spirit Day](#)
- ✓ [Find a local game watch](#)
- ✓ [Update your profile pic](#)
- ✓ [Discover traditions](#)



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**Digital Content**

I researched, wrote and published a handful of original features to tell the story of a tradition over 100 years in the making, including the origins of many popular traditions and the evolution from an alumni-focus, to a student-run event, back to a joint experience for Badgers of all ages, including:

“The History of Homecoming”

<http://www.uwalumni.com/events/homecoming/history/>