

# MARCOMM PLAN

## HEART OF THE HAWKS

### HEART OF THE HAWK DETAILS

**Name of Event:** HEART OF THE HAWKS

**Taglines:**

- 72 hours to rally behind their commitment to serve
- Your 72-hour window of opportunity
- 72 hours of Hawks taking care of Hawks
- Fuel our culture of service
- They are more than athletes...they are leaders in action.
  - They are more than leaders on the court/field/rink. They are leaders in the community.
- They have dedicated 5,352 hours of service to their communities. You have 72 hours to fuel the hawks culture of service.

**Date:** Tuesday, March 16 – Friday, March 19, 2021

**Time:** Noon – Noon

**Segment:** Champions Club members, Athletics Donors, Letter winners & participants

**URL:** [undalumni.org/hearthawks](http://undalumni.org/hearthawks)

**Pre-Give:** YES

**Partner:** UND Athletics (Include their logo on everything)

**Questions?** [laurad@undalumni.net](mailto:laurad@undalumni.net) | 701.777.3734

### VIRTUAL COACHES CORNER DETAILS

**Name of Event:** HEART OF THE HAWKS COACHES CORNER (special edition)

A kickoff to Heart of the Hawks giving initiative.

**Date:** Tuesday March 16, 2021

**Time:** Noon – 1 p.m.

**Price:** Free

**Virtual or in-person:** virtual

**Live or pre-recorded:** live (+ full promo video?)

**Segment:** Champions Club members, Donors, Letter winners & participants

**RSVP date:**

**URL:** [undalumni.org/hearthawks](http://undalumni.org/hearthawks)

**Partner:** UND Athletics (logo should be on all communication)

**Questions?**

## **MARKETING MATERIALS OVERVIEW**

- 1. Messaging Plan**
- 2. Internal - Communication Needs**
- 3. External - Communications Plan**
- 4. Advertising**
- 5. Swag/Event Items**
- 6. Resources**

# 1. MESSAGING PLAN

## Background

- 2,200 Champions Club members live in the state of ND – so they care about ND communities (Grand Forks) = local involvement
- Resource: <https://fightinghawks.com/news/2020/5/7/general-und-athletics-community-service-efforts-earn-national-acclaim.aspx>
  - *"We are so proud of what our student-athletes do for the community," said Director of Athletics Bill Chaves. "As part of our Flight Plan (department strategy), we are committed to a great culture, as well as excellence in the classroom and in competition; but our fourth area is affecting our community by serving them, and these results are a testament to this annual goal."*

## The Facts:

- UND student-athletes dedicated **5,352 hours of service** to their communities this past year.
- The total volunteer hours made an **economic impact of \$136,098**.
- North Dakota's 17 teams finished in the **top-10 in the country** in community service hours and impact.
- Only **17% of all student-athletes** are from North Dakota = the majority are out-of-state but are dedicated to serving this community for which they compete.
- Goal: Support an hour of community service at **\$25 (2 hours at \$50, 3 hours at \$75)**

## What is the message?

- They have dedicated 5,352 hours of service to their communities. You have 72 hours to fuel the hawks' culture of service.
- UND student-athletes are dedicating an incredible amount of community service hours.
  - *Make sure to make known this is UND STUDENT-ATHLETES (not UND students in general)*
- Champions in the: Classroom | **Community** | Competition
- "Their athletic stats aren't the only stats we're proud of."
- "Even during a year of setbacks, they have found ways to give back."
- How is this affecting student-athletes/UND Athletics as a whole (a culture of service)?
- Call to action
  - Support UND student-athletes, because they are giving back...
  - Sponsor service hours
  - 72-hour window of opportunity
- How will the funds raised be used? UND Athletics Priority Needs

## What is the emotion?

- A rally cry to get behind our student-athletes
- We have pride in our student-athletes because they show character on and off the field/court/track

- Shine a light on their acts of service

### **Giving info**

- Offer tangibles: **A gift of \$25** support one hour of community service for one student-athlete.
  - Support 1 hour at \$25
  - Support 2 hours at \$50
  - Support 3 hours at \$75
  - Support 4 hours at \$100
- Pre-give option available

### **Featured speakers for Virtual Coaches Corner**

- Moderators: Val Sussex, '08, '11 – Director of North Dakota Champions Club & Kyle Doperalski – Associate AD, External Operations
- Bill Chaves
- Bubba Schweigert
- Jordan Stevens
- Tyler Burmeister
- Hunter Pinke

| Introduction  
| Speaker #1  
| Speaker #2  
| Speaker #3  
| Speaker #4  
| Speaker #5  
| Q&A

## **2. INTERNAL - COMMUNICATION NEEDS**

### **Storytelling**

- Feature 3 student-athletes who have given back this year via video and written word.
- The 3 weeks leading up to Heart of the Hawks, focus on a different story per week, then on each of the giving days highlight that story again.

### **Matt Russell**



**SPORT:** Men's Cross Country/TF  
**POSITION:** Distance  
**CLASS:** Senior  
**MAJOR:** Electrical Engineering  
**HOMETOWN:** Moorhead, Minn.  
**HOURS OF SERVICE COMPLETED:** 100+

**Service Leadership Roles:**

- President of UND's Student-Athlete Advisory Committee
- Oversees UND Athletics' Community Service Subcommittee
- Part of the Summit League's service committee

**Service Involvements:**

- **UND Food Drive** in Feb/March each year. Helping coordinate the virtual drive this year.
  - **Special Olympics** coordination each year. Helped them transition to a virtual competition this year.
  - **Others**
- 

**Katie Bierstedt**



**SPORT:** Softball  
**POSITION:** Catcher  
**CLASS:** Senior

**MAJOR:** Biology/Pre-Health  
**HOMETOWN:** St. Michael, Minn.  
**HOURS OF SERVICE COMPLETED:** 100+

**Service Involvements:**

- **Campus clean-ups** events
- **Special Olympics**
- **Others**

**To highlight:**

- Softball has developed a unique culture of service
  - The Softball program has been nominated for Special Olympics organization of the year
- 

## **Bentiu Panoam**



**SPORT:** Men's Basketball  
**POSITION:** Guard  
**CLASS:** Senior  
**Major:** Finance  
**HOMETOWN:** Anchorage, Alaska  
**HOURS OF SERVICE COMPLETED:** 62

**Service Involvements:**

- **Samaritan's Feet** – A program the men's basketball team has committed to and has seen grow in the past several years, usually around Thanksgiving.
- **Others**

**To highlight:**

- Men's Basketball has built a unique culture of service
- 

### **Video Needs (MILO)**

- Promotional video featuring athletes/coaches from every sport
- Three videos featuring each of the 3 student stories
  - Blank foam board will state:

- # hours player has served
  - Action to give
  - Footage or pictures of each student serving
  - Footage of each student competing/practicing
- Feb 23 – Save the Date
  - Promo video
- March 2 – Invitation Email
  - Video #1 - Katie Bierstad (Softball)
- March 9 – Reminder 1
  - Video #2 - Bentui Panoam (Basketball)
- March 15 – Reminder 2
  - Video #3 - Matt Russel (T&F/CC)

Photo location: W:\EVENTS\Heart of the Hawks\2021\Heart of the Hawks

### **Design Needs (SARA T)**

- Digital banners for Athletics screens
- Digital “badge” of “Fueling a culture of service. I gave to Heart of the Hawks.”
- Virtual Coaches Corner
  - “Special edition of Coaches Corner”
    - Email
    - Social media - CC
    - Rotator for CC website
  - Slides for event
- Heart of the Hawks standard design
  - Social media
  - Rotator
  - Landing page
  - Member2Member (already created)
- Feature of promo video + YouTube play button + Heart of the Hawks logo (?)
  - Social media
  - Rotator
  - Landing page
- Feature of each student-athlete video + Youtube play button + Heart of the Hawks logo (?)
  - Social media
  - Email
  - Rotator
  - Button on landing page
    - Katie
    - Bentiu
    - Matt
- Day-of Heart of the Hawks
  - Social media
  - Email
- “Thank you” image (student-athlete holding blank sign)
  - social media

- email
- rotator
- Landing page
- Countdown clock widget/plug-in (LAURA)
  - Email
  - Landing page
  - Social media

### **Printed Pieces (JENN & SARA T)**

- Save the Date Postcard (Keep it informational/educational: Pre-Give option, Coach's Corner, Heart of the Hawks initiative)

### **Email Schedule** *(Combine Coach's Corner with Heart of the Hawks push)*

Segment: Champions Club members, Athletics Donors, Letter winners & participants

1. Feb 23 – Save the Dave
  - a. Promo video
2. March 2 – Invitation Email
  - a. Video #1
 March 9 – Reminder 1
  - b. Video #2
3. March 15 – Reminder 2
  - a. Video #3
4. March 15 – Coaches Corner Reminder (to those who gave but didn't register for Coaches Corner)
  - a. Only Coaches Corner message
5. March 16 – 1 Hour Reminder (to those who registered for the event only)
  - a. Virtual event
6. March 17 – Day-of (goes to regular segment)
  - a. Link to event recording
  - b. Virtual event re-cap
  - c. Donation status update
7. March 19 – Day-of
  - a. "The rest of the story/Quick Facts" on the 3 student-athletes
  - b. Donation status update
8. March 22 – Heart of the Hawks Recap + Thank you (to those who gave/attended Coaches Corner)
9. March 22 – Champions Ball Attendees HOTH Recap + Thank You (to all previous Champions Ball attendees only)
  - a. Email subject line: Event update: Champions Ball
  - b. ThankView video from Val
  - c. From: Val
  - d. Reference Heart of the Hawks Coaches Corner successes
  - e. Talk about Champions Ball 2022h



## A/B testing

- Video views vs. email open rates
  - Look at YouTube analytics of video
- Facebook event ad vs. email performance? Segmentation
- Weekend open rates vs. weekday open rates
- Giving based on communication avenue
- Givers from 10,000 segmented list vs. New givers.

## 3. EXTERNAL – COMMUNICATIONS PLAN

### 1. POSTCARD – Hit boxes March 3

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants

**Content Core:**

#### Front

[HEART OF THE HAWKS LOGO]

5,352 hours of service  
72 hours of giving  
1 UND team

#### **Heart of the Hawks Virtual Giving Event**

Tuesday, March 16 – Friday, March 19  
NOON – NOON

[coaches corner image]  
See back for details

Participate to fuel the Hawks' culture of service.

#### Back

Last year, our UND student-athletes completed **5,352 hours** of service, earning national acclaim. This March, we have **72 hours** to rally behind their commitment to improving the lives of others. Heart of the Hawks is an online fundraising initiative that will help fund UND Athletics. With just \$25, you can support 1 of those volunteer hours and directly impact the student-athlete experience. As **1 UND Team**, let's give back.

**Here's how you can fuel the Hawks' culture of service:**

1. Visit [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)
2. Register for Coaches Corner
3. Pre-give today with \$25 or more!

**Together, we'll help our Fighting Hawks soar to new heights.**

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**HEART OF THE HAWKS  
COACHES CORNER**

Featuring coaches, staff & student-athletes

Bill Chaves | Bubba Schweigert | Jordan Stevens

Tyler Burmeister | Hunter Pinke | Kyle Doperalski | Val Sussex

**Register at [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)**

[Heart of the Hawks logo]

[UND Athletics logo]

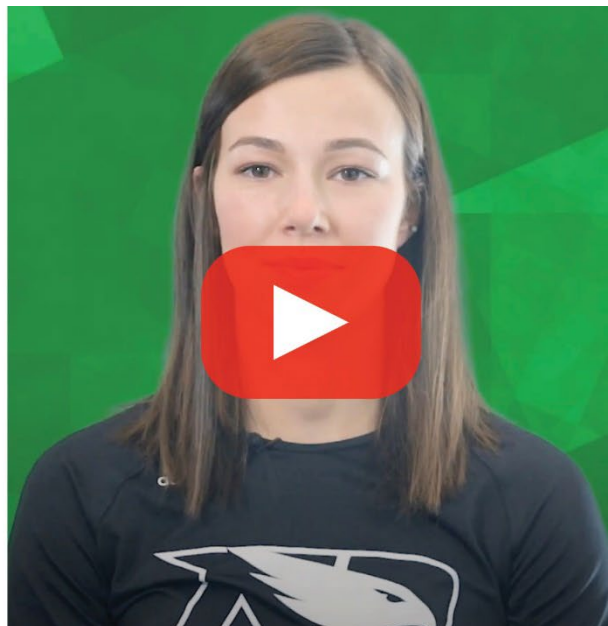
**2. SAVE THE DATE – Feb 24**

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants

**From:** UNDAAF

**Subject Line:** Fuel the Hawks' culture of service

**Content Core:**



Greetings,

Our UND student-athletes like the ones shown in [this video](#) are more than just leaders on the course, the ice, the court or the field. They are **LEADERS IN ACTION** in the community. Last year, UND student-athletes completed **5,352 hours of service**, earning national acclaim.

During the first-ever Heart of the Hawks fundraising effort on March 16-19, we are asking you, our Fighting Hawks fans, to **donate \$25 or more** in support of service hours our student-athletes completed.

By making a gift, you can have a direct impact on our Fighting Hawks, creating Champions in the Classroom, Community and Competition.

[Heart of the Hawks](#)  
[UND Athletics Giving Event](#)

Tuesday, March 16 – Friday, March 19  
NOON – NOON

[Heart of the Hawks](#)  
[Coaches Corner](#)

Tuesday, March 16  
NOON

1. Visit [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)
2. Register for a special edition of Coaches Corner
3. Pre-give to support 1, 2, 3+ hours of student-athlete service

Your involvement will help our Fighting Hawks soar to new heights.

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.777.4078



3501 University Ave Stop 8157, Grand Forks, ND 58202

Phone: 701-777-2611 | 1-800-543-8764

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Be sure to add [webmaster@undalumni.net](mailto:webmaster@undalumni.net) to your address book or safe senders list so our emails get to your inbox.

**3. INVITE – March 2**

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants

(Remove those who have already given)  
**From:** Bill Chaves  
**Subject Line:** I'll meet you at the Heart of the Hawks  
**Content Core:**



### Meet Katie Bierstedt

**SPORT:** Softball **POSITION:** Catcher **CLASS:** Senior **MAJOR:** Biology/Pre-Health  
**HOMETOWN:** St. Michael, Minn. **HOURS OF SERVICE COMPLETED:** 100+

I want to introduce you to Katie Bierstedt. She's a UND student, an athlete and a true servant-leader. The [video above](#) shares Katie's story and the unique culture of service that she's helped develop within her softball team.

UND Athletics is committed to building champions in the classroom, community and in competition. Katie represents the 357 student-athletes who contributed to our **#3 ranking among D1 schools** for community service hours and impact. We are so proud of what Fighting Hawk athletes, like Katie, have done outside of competition, especially during a year of setbacks.

Will you help **fuel the culture of service** that Katie and our players have built? **Heart of the Hawks** is a 72-hour, online giving event March 16-19 that supports UND Athletics and our student-athletes. Here's how you can participate:

1. Visit [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)
2. If you haven't yet, register for the special edition of Coaches Corner (see below for details)
3. Pre-give today with \$25 or more! Your donation will go toward UND Athletics priority needs.

I'll be speaking at Coaches Corner on March 16, so I hope to see you there. Thank you for supporting your Fighting Hawks!

# HEART OF THE HAWKS COACHES CORNER

Special edition

March 16, 2021 | Noon - 1 p.m. CST | Zoom



[I will attend Coaches Corner](#)

[I won't attend Coaches Corner](#)

**Bill Chaves**

Director of Athletics

Athletics Department | University of North Dakota

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.777.4078



[Unsubscribe me from future Heart of the Hawks Communication](#)

3501 University Ave Stop 8157, Grand Forks, ND 58202

Phone: 701-777-2611 | 1-800-543-8764

Be sure to add [webmaster@undalumni.net](mailto:webmaster@undalumni.net) to your address book or safe senders list so our emails get to your inbox.

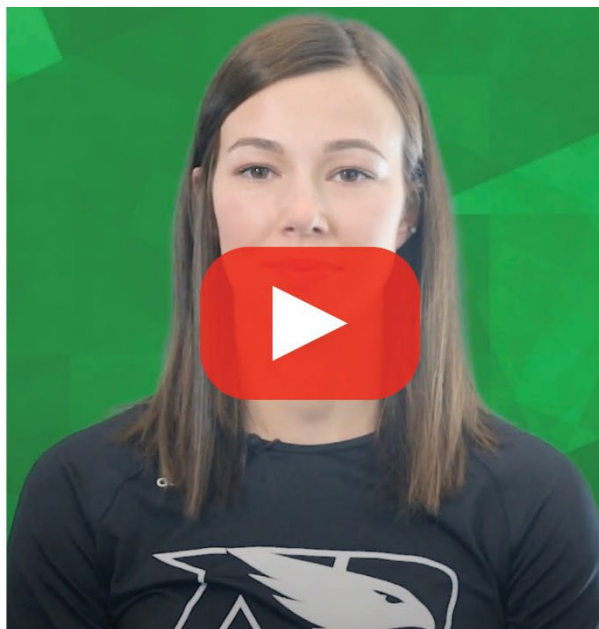
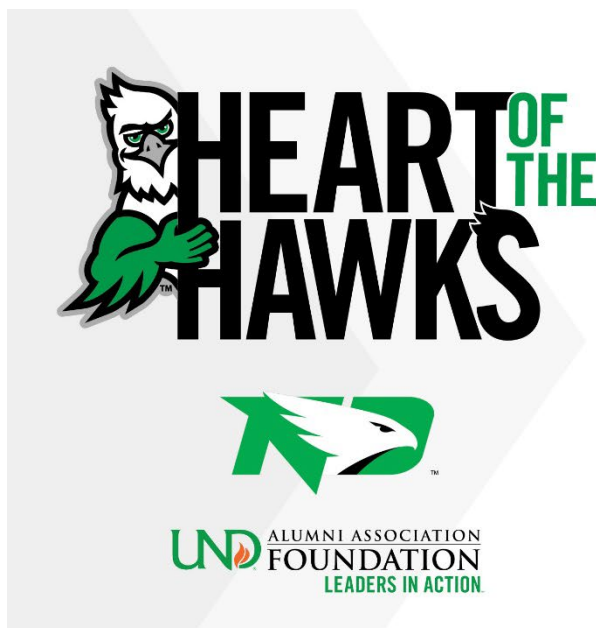
#### 4. INVITE – March 2 (Grand Forks residents)

**Segmentation:** Grand Forks residents + 50-mile radius

**From:** UNDAAF

**Subject Line:** Meet us at the Heart of the Hawks

**Content Core:**



**For years, our fans have supported UND student-athletes in competition.** But we have equal reason to celebrate our Fighting Hawks for what they do off the ice, court, course, track or field. As representatives of our University, they are giving back to our greater Grand Forks community.

Last season, our student-athletes completed 5,352 hours of community service, **earning national acclaim** for their dedication and impact. As a result, they created an **economic impact equaling \$136,098.**

Did you know that **83% of our student-athletes** are from out-of-state? That means that, while the majority of those who wear Kelly green are not resident North Dakotans, they are *still* dedicated to serving the community they represent. Together with their teammates, they have volunteered with local organizations to improve the lives of others.

We are so proud of what our Fighting Hawks have done as **1 UND Team** outside of competition, especially during a year of setbacks. Will you help fuel this culture of service that our players have



built? **Heart of the Hawks** is a 72-hour, online giving event March 16-19 that supports UND Athletics and our student-athletes. Here's how you can participate:

1. Visit [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)
2. If you haven't yet, register for Coaches Corner (see below for details)
3. Pre-give today with \$25 or more and support 1, 2 or 3+ hours of completed community service.

To kick off our Heart of the Hawks giving initiative, join us for a special edition of Coaches Corner.



[I will attend Coaches Corner](#)

[I won't attend Coaches Corner](#)

Thank you for helping us build champions in the classroom, **in our community** and in competition.

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.777.4078



[Unsubscribe me from future Heart of the Hawks Communication](#)

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Be sure to add [webmaster@undalumni.net](mailto:webmaster@undalumni.net) to your address book or safe senders list so our emails get to your inbox.

## 5. REMINDER 1 EMAIL - March 9

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants  
(Remove those who have already given)

**From:** UNDAAF

**Subject Line:** Watch Bentiu's Story | Heart of the Hawks

**Content Core:**



### Meet Bentiu Panoam

**SPORT:** Men's Basketball **POSITION:** Guard **CLASS:** Senior **MAJOR:** Finance

**HOMETOWN:** Anchorage, Alaska **HOURS OF SERVICE COMPLETED:** 60+

Bentiu Panoam is a leader on his basketball team, but not just for the points he's scoring on the court.

**Bentiu has contributed to the 5,352 community service hours that UND student-athletes completed last season.**

In **this video**, Bentiu talks about the joy he gets out of giving new shoes to kids and how he's setting an example for the young ones who look up to him.



Right now, you can show your support of our student-athletes like Bentiu and at the same time help fund UND Athletics priority needs. If you haven't taken action already, here's how you can participate in Heart of the Hawks, a 72-hour UND Athletics giving event March 16-19:

1. Visit [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)
2. **Register** for Coaches Corner (details below)
3. Pre-give today with **\$25 or more**
4. Share **#HelpingHawks** on your social pages and invite your friends to participate

A green banner with white and black text. The main title 'HEART OF THE HAWKS COACHES CORNER' is in large, bold, white letters. Below it, 'Special edition' is in smaller black text. At the bottom, the date and time 'March 16, 2021 | Noon - 1 p.m. CST | Zoom' are in white text.



**Heart of the Hawks Lineup:**

**Bill Chaves | Bubba Schweigert | Jordan Stevens | Tyler Burmeister | Hunter Pinke | Kyle Doperalski | Val Sussex**

[I will attend Coaches Corner](#)

[I won't attend Coaches Corner](#)

Thank you for fueling the Hawks' culture of service!

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.777.4078

[Heart of Hawks logo]  
[UNDAAF Logo] [UND Athletics Logo]  
[CC Social Media icons/links]

**6. REMINDER 2 EMAIL – March 15**

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants + those living in a 50-mile radius.

(Remove those who have already given)

**From:** UNDAAF

**Subject Line:** Watch Matt's Story | Heart of the Hawks Launches Today!

**Content Core:**



## Meet Matt Russell

**SPORT:** Men's Track & Field and Cross Country **POSITION:** Distance **CLASS:** Senior

**MAJOR:** Electrical Engineering **HOMETOWN:** Moorhead, Minn.

**HOURS OF SERVICE COMPLETED: 100+**

There's a reason UND is [#3 in the nation](#) for community service hours and impact. **It's because of students like Matt Russell**, current president of UND's Student-Athlete Advisory Committee (SAAC). Within SAAC, Matt oversees the Community Service Subcommittee which coordinated many of the **5,352 hours of community service** our student-athletes completed last year.

**And that's not all.**

Matt represents the Fighting Hawks as a part of the Summit League's Service Committee where he collaborates with other schools around **one unifying purpose: serving others.**

**In this video**, Matt shares how UND student-athletes continued serving through a challenging year.

**We have officially kicked off [Heart of the Hawks](#)**, a 72-hour UND Athletics giving event. If you haven't already, **[this is your chance](#)** to take action. Will you donate \$25 to support 1 hour of community service for student-athletes like Matt?

Here's how:

1. Visit [UNDalumni.org/hearthawks](http://UNDalumni.org/hearthawks)
2. Give today with **\$25 or more**
3. Share **#HelpingHawks** on your social pages and invite your friends to participate

We hope you have been inspired by the stories of our young leaders. Thank you for cheering them on with your ongoing support.

[Coaches Corner graphic]  
[Sign me up!] [I can't make it]

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.899.5140

[UNDAAF Logo] [UND Athletics Logo]  
[CC Social Media icons/links]  
[Unsubscribe me from Heart of the Hawk communication]  
[RSVP on Facebook](#)

**7. REMINDER FOR COACHES CORNER EMAIL – March 15**

**Segmentation:** Those who have given to HOTH but have not responded (Yes or No) to coaches corner.

**From:** UNDAAF

**Subject Line:** Last chance to register for Coaches Corner!

**Content Core:**



**Coaches**

**Coaches Corner Lineup:**

**Bill Chaves | Bubba Schweigert | Jordan Stevens | Tyler Burmeister | Hunter Pinke**

Coaches Corner is kicking off Heart of the Hawks tomorrow at Noon (CST). Register today to reserve your spot!

Here's what you can expect:

- The inside scoop about this year's sports seasons from UND coaches and Bill Chaves
- How we landed #3 in the nation for community service hours from Tyler Burmeister
- Hunter Pinke's perspective on giving back

[I will attend Coaches Corner] [I won't attend Coaches Corner]

Hope you can make it!

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.899.5140

[UNDAAF Logo] [UND Athletics Logo]

[CC Social Media icons/links]

[Unsubscribe me from Heart of the Hawk communication]

[RSVP on Facebook](#)

**8. 1-Hour Reminder – March 16**

**Segment:** Only those who RSVP to the Heart of the Hawks Coaches Corner

**Email Subject:** Your Coaches Corner Zoom Link Inside!

**Send date:** March 16



**Featuring coaches, staff & student-athletes:**

**Bill Chaves | Bubba Schweigert | Jordan Stevens | Tyler Burmeister | Hunter Pinke**

Heart of the Hawks Coaches Corner begins in **1 HOUR**. Below is your Zoom link.

<https://us02web.zoom.us/j/85374998415?pwd=SFkyR09lVUNnb1dNZm1GSXYrRk1sUT09>

See you at NOON (CDT)!

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.899.5140

[Unsubscribe me from Heart of the Hawk communication]  
[UNDAAF Logo] [UND Athletics Logo]  
[CC Social Media icons/links]  
[RSVP on Facebook](#)

## 9. Day-of: Coaches Corner Recap – March 17

**Segmentation:** Those who donated toward HOTH or attended Coaches Corner  
**From:** Hunter Pinke  
**Subject Line:** My story: why community service matters to me  
**Content Core:**



Hey, what's up, everybody! This is Hunter Pinke. It was awesome to be a part of yesterday's Coaches Corner event. If you missed it, check out the recording [here](#).

I know UND Athletics is important to you, so I want to thank you – on behalf of our student-athletes, coaches and staff – for supporting us.

One of the points I shared during Coaches Corner was how meaningful volunteering has been during my college career, from helping with the afterschool program at Phoenix Elementary to shopping, wrapping and delivering gifts to kids dealing with medical hardships through Holiday Magic from Markus. These experiences have made a big difference in my life.

As representatives of our University in and out of uniform, student-athletes' time spent serving others can have a broad impact. But I can tell you that **gaining recognition isn't why we do it**. It's become part of our UND Athletics culture. We serve to help someone out and, in turn, it keeps us humble, builds leadership and strengthens our team bond and loyalty to UND.

We're on Day 2 of [Heart of the Hawks](#), a giving event to raise funds for our athletic



programs. As you heard during Coaches Corner, just \$25 supports one hour of community service that my fellow athletes and I completed last year. If you haven't already, **consider donating today.**

I took great pride putting on the green and white and competing for my home state's flagship University. I was and still am living out my dream. Thank you for making my dream and countless other student-athletes' dreams possible through your support and contributions.

Forever #UNDProud,

Hunter Pinke, '21  
UND Football Team Captain

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**Watch the Heart of the Hawks Coaches Corner and stay updated throughout our 72-hour giving event at [UNDalumni.org/hearthawks](https://UNDalumni.org/hearthawks) and on social media.**

Join us and fuel the Hawks' culture of service today!

**[I'll give to Heart of the Hawks](#)**

## 10. Day-of Email – March 19

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants  
\*Remove all those who have already given to HOTH.

**From:** Brad Berry

**Subject Line:** Unfinished Business

**Content Core:**



What a week it's been! Thank you for supporting our student-athletes during the NCHC playoff win against St. Cloud State on Tuesday night. Your energy cheering us on at our home rink and from across the globe made that win possible.

Like I said heading into this season, we had some unfinished business to attend to, but we certainly got it done on Tuesday. However, we still have some unfinished business here with **Heart of the Hawks**, our UND Athletics Giving Event. So far, almost 1,300 hours of community service our student-athletes completed last year have been funded. We need more of our fans to make a financial commitment. **There are only a few hours left to give to Heart of the Hawks. Help us finish strong.**

[Give to Heart of the Hawks](#)

As we head into regionals, community service will continue to play a key role for our team. As you can see in the picture above, our players were outside yesterday picking up around the Ralph Engelstad Arena. Check out the story on [social media](#). Through our competition on the ice and service in the community, we'll continue to make you proud.

Thank you for your ongoing support for our team and for UND Athletics.

Brad Berry  
Head Coach, UND Men's Hockey

## 11. Day-of Social Media posts – March 17-19

### Katie Bierstedt

**SPORT:** Softball



#### Where you'll find her serving:

- UND Campus Clean-ups
- Special Olympics
- Circle of Friends

#### Quick Facts:

- As a Girl Scout, Katie grew up volunteering with animal shelters and women's shelters. When Hurricane Katrina hit the Gulf Coast, she and her mom packed backpacks for those affected.
- Katie's volunteer hours helped her softball team win the Team Community Service award from UND Athletics last year.
- Katie is preparing to become a dentist and wants to work in an underserved area.

#### Quote of the day

*"I think my favorite was the very first campus cleanup we did. It was on Earth Day. It was just so fun to be a part of something where everyone was genuinely excited to be there, to be*

*involved and make our home for our time here better. It's a tangible way to be able to see the difference that you're making."*

- Katie Bierstedt on volunteering for UND Campus Clean-ups

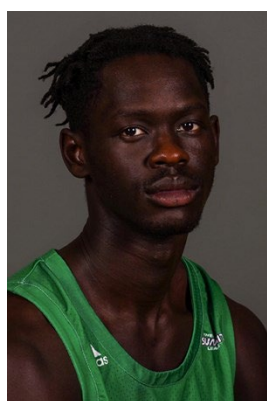
*"We do so much, but it's not all about being a student-athlete. I think community outreach is a cool way to engage with your fans and highlight your team in a way that's not necessarily derived from your performance on the field."*

- Katie Bierstedt on the Fighting Hawks' culture of service.

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## Bentiu Panoam

**SPORT:** Men's Basketball **POSITION:** Guard **CLASS:** Senior **MAJOR:** Finance  
**HOMETOWN:** Anchorage, Alaska **HOURS OF SERVICE COMPLETED:** 60+



### Where you'll find him volunteering:

- Samaritan's Feet
- Pen Pals
- Special Olympics
- UND Food Drives

### Quick Facts:

- Before signing with UND, Bentiu volunteered at his local YMCA in Anchorage, Alaska, teaching basketball skills to kids.
- Bentiu has been a pen pal with 2 elementary students in Grand Forks. He met both spontaneously while out in the community.
- After graduation, Bentiu plans to continue leading by example as a coach and a guide to young people.

### Quote of the day

*"We give them new shoes, and when you're a kid and you get a new pair of shoes, you think they make you fast. And next thing you know, the kids are sprinting through the gym. It's pretty fun to watch."*

- Bentiu Panoam on volunteering with Samaritan's Feet.

*"What excites me is more exposure to what we're doing. And maybe some more opportunities will come out of this where we can help other people and grow in the community."*

- Bentiu Panoam on the Fighting Hawks' culture of service.

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## Matt Russell

**SPORT:** Men's Track & Field and Cross Country **POSITION:** Distance **CLASS:** Senior **MAJOR:** Electrical Engineering **HOMETOWN:** Moorhead, Minn.  
**HOURS OF SERVICE COMPLETED:** 100+



**Where you'll find him volunteering:**

- Leading UND's Student-Athlete Advisory Committee (SAAC)
- Overseeing the UND Athletics' Community Service Subcommittee
- Representing UND in the Summit League's Service Committee

**Quick Facts:**

- As a senior in high school, Matt visited nursing home residents on a weekly basis.
  - Last spring, Matt helped move the UND Food Drive online. Its virtual platform increased opportunity for participation, and donations came in from across the country.
- After graduation, Matt hopes to start his electrical engineering career with an employer that offers community service opportunities throughout the year.

**Quote of the day**

*"It's just so fun. We help them bowl and they talk to us while we're bowling. It's awesome.... That's definitely been impactful – interacting with athletes who are in Special Olympics playing sports."*

- Matt Russell on volunteering with Special Olympics.

*"We've seen more and more growth in our service hours. You can see the total number of hours that student athletes have put in. Each year we see that number grow – we get higher and higher and we set new records for community service hours, which is awesome."*

- Matt Russell on UND's national ranking in community service hours.

**12. THANK YOU Email – March 22**

**Segmentation:** Champions Club members, Athletics Donors, Letter winners & participants

**From:** UNDAAF

**Subject Line:** Because of you, our Hawks will soar

**Content Core:**



**\$35,000 RAISED**

FUELING

**1,400 HOURS OF SERVICE**

DURING

**72 HOURS OF GIVING**

FROM

**1 UND TEAM**

Wow, what a week it was for our first-ever Heart of the Hawks, a UND Athletics giving event! Thank you for participating. You helped fuel nearly 1,400 community service hours our student-athletes completed last year. Because of your support, we can continue to meet the needs of an ever-growing Division I athletic program. Your gift is worth everything to our staff, coaches and players.

Along with raising funds for UND Athletics, the purpose of Heart of the Hawks was to highlight the nationally-recognized commitment our Fighting Hawk student-athletes have to community service. As they continue their mission to improve the lives of those around them, we continue to support them on and off the course, ice, court, field and track. Thank you for fueling their dedication to competition, community and the classroom. **You are the reason our Fighting Hawks soar.**

Thank you for soaring with us!

Val Sussex, '08  
Director, Champions Club  
[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.777.4078

[UNDAAF Logo] [UND Athletics Logo]  
[CC Social Media icons/links]

### 13. WEBPAGE

Header:

**Friendly URL:**  
**Content Core:**  
**Rotator Image Text**

**Questions?**

[vals@undfoundation.org](mailto:vals@undfoundation.org) | 701.899.5140

[UNDAAF Logo] [UND Athletics Logo]  
[CC Social Media icons/links]

## **UNDAAF Avenues**

- UNDAAF Calendar (LINDSAY)
- AroUND – timeline (MILO)
- Insider News – timeline (MILO)
- Alumni Review (ALYSSA)
- Social Media (ALLISON)
  - Accounts (UNDAAF, Champions Club, Gorecki)
  - Chapter/group pages?
  - Co-hosts:
  - Create Event?
  - Platforms:
  - Timeline:

## **4. EXTERNAL COMMUNICATION**

### **UNDAAF Marketing Avenues**

- Champions Club Website (JENN/LINDSAY)
- UNDAAF Webiste (JENN/LINDSAY)
- UNDAAF Calendar (LINDSAY)
- March 3 Big Three – Breaking story (point to UND Athletics news release)
- Insider News – timeline (MILO)
- Alumni Review (ALYSSA)
- Social Media (ALLISON)
  - Chapter/group pages?
  - Co-hosts:
  - Create Event?
  - Platforms:
  - Timeline:

### **Internal Marketing Avenues**

- Bill Chaves/UND Athletics (VAL)
- Athletic Staff (VAL)
- SAC – Create social media posts for student-athletes (VAL)
- Ralph and Betty Arena (ALLISON)
  - Athletics megatron wraps
- UND Today (JENN)
- U Letter (JENN)
- UND Parents Newsletter (JENN)
- UND Social media (ALLISON)

### **External Marketing Avenues (VAL)**

- Alerus Center football games
- Midco partnership (Homegame Announcements)
  - Football – March 4
  - Hockey – March 5
  - Volleyball – March 6
- Grand Forks Herald – added to calendar

### **Social media**

- All UNDAAF channels
- Champions Club channels