SPARTANS SERVE INITIATIVE

As one of the MSU Alumni Office’s strategic priorities, service is a way for Spartans to live out Michigan State University’s land-grant mission.

The MSU Alumni Office promotes this form of engagement by participating in and creating service initiatives connected to causes Spartans care about.

HOW IS THIS DONE?
» Through establishing a culture of service.
» By encouraging development of diverse and inclusive service opportunities.
» By cultivating relationships with campus and community partners.

WHY IT MATTERS
Spartans are committed to lifelong civic and social responsibility reflective of MSU’s land-grant mission. Through service, Spartans are empowered to identify and address critical challenges and needs both locally and globally. Serving as agents of change, Spartans experience growth personally and professionally.

ONCE WE’VE ACCOMPLISHED IT
Spartans will be viewed as passionate and committed advocates and agents of change representing the very best of Michigan State in communities around the globe.

TONE AND LANGUAGE
When you’re a Spartan, you’re part of something far bigger than campus’ 5,200 acres. We’re a global community and passionate about making the world a better place. Spartans Serve is a year-round initiative and our way of showing the world the extraordinary impact Spartans make through service in their communities.

WHO WILL SERVE? SPARTANS WILL.

GLOBAL DAY OF SERVICE

Every year in April, as part of the Spartans Serve initiative, there is a Global Day of Service to harness the power of this spirit of service, and demonstrate what Spartans can do in a single day. This year’s Global Day of Service will be held April 18, 2020.

WHO WILL SERVE? SPARTANS WILL.
IMPORTANT CONTACTS

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IMPORTANT URLS

MAIN | serve.msu.edu
CREATE A PROJECT | serve.msu.edu/create.cfm
FIND A PROJECT | serve.msu.edu/create.cfm
STUDENT PROJECTS | go.msu.edu/students-serve
CLUB PROJECTS | go.msu.edu/clubs-serve

IMPORTANT DATES AND MESSAGING

JAN. 20 | Project creation phase begins
Encourage units, clubs, businesses and individuals to consider planning a service project in their area.

MARCH 2 | Volunteer recruitment opens
Encourage Spartans to sign up for a project in their area.

MARCH 5 | Final deadline for clubs to register projects
Any projects that are registered after this date will not receive volunteer coordinator packets or marketing support from the MSU Alumni Office.

MARCH 16-17 | Club volunteer promotion emails sent to markets
Recruitment emails will be sent to alumni in each market for projects that were registered on or before March 5.

MARCH 30 | Volunteer coordinator packets sent
Volunteer coordinators will receive a packet of resources to assist with day-of preparations and organization.

APRIL 12 | Project registration closes

APRIL 15 | Volunteer recruitment closes

APRIL 18 | Global Day of Service

APRIL 19 | Thank you
WORDMARKS

The Spartans Serve and Global Day of Service wordmark files are available in black, white and in color.

FOR YEAR-ROUND SERVICE PROMOTIONS

FOR GLOBAL DAY OF SERVICE PROMOTIONS

EPS files: vector-based format that can be scaled to any size and not lose quality. Can be opened in Adobe software and should be used for print.

JPG files: contains a white background and will lose quality as the file size decreases. Can be used for web, Microsoft Office documents and print projects with a high resolution.

PNG files: contain a transparent background but have a low resolution. PNG files are perfect for web pages but are not suitable for print.

DOWNLOAD WORDMARKS: go.msu.edu/GDS-Brand
COLOR PALETTE

CMYK: best for print assets | RGB: best for digital assets | HEX: needed for web use

**CMYK:** C: 82 M: 0 Y: 64 K: 70  
RGB: R: 24 G: 69 B:59  
HEX: 18453B

**CMYK:** C: 47 M: 16 Y: 91 K: 1  
RGB: R: 148 G: 174 B:84  
HEX: 94AE4A

**CMYK:** C: 22 M: 0 Y: 91 K: 0  
RGB: R: 209 G: 222 B:63  
HEX: D1DE3F

**CMYK:** C: 80 M:44 Y: 63 K:29  
RGB: R: 50 G: 95 B:85  
HEX: 325f55

**CMYK:** C: 43 M: 30 Y: 33 K: 0  
RGB: R: 153 G: 162 B:162  
HEX: 97A2A2

FONTS

**PRIMARY TYPEFACE: GOTHAM (SANS SERIF)**  
Gotham may be used in both headlines and text. It has been licensed for MSU units to use on university websites. To learn more, refer to the MSU Web Standards.  
Gotham Narrow may be used for text, lists and bullets.

**SECONDARY TYPEFACE: CALIFORNIAN (SERIF)**  
When a serif font is desired for text to maximize readability, substitute the Georgia typeface (serif) for Californian. Secondarily, Times New Roman (serif) may also be used.

**FONT SUBSTITUTIONS FOR PRINT AND DIGITAL MEDIA**  
When a serif font is desired for text to maximize readability, the Georgia typeface or Times New Roman may be used.

When a sans serif font is desired, the Helvetica typeface or, secondarily, Arial may be used.
LOOK AND FEEL

The Spartans Serve initiative uses triangular shapes and service photos to inspire and showcase that Spartans are a diverse group who are passionate about a wide range of service opportunities.

DESIGN TEMPLATES CAN BE DOWNLOADED AT GO.MSU.EDU/GDS-BRAND
RESOURCES AVAILABLE

- Wordmarks
- Email Headers
- Posters
- Flyers
- Photos

GO.MSU.EDU/GDS-BRAND
SOCIAL MEDIA

Colleges and units are encouraged to help promote Spartans serving by using the appropriate hashtags on social media.

#SPARTANSSERVE
#GLOBALDAYOFSERVICE

The MSU Alumni Office social media team keeps an eye on the #SPARTANSSERVE hashtag to share your stories to MSU Alumni channels where possible.

FACEBOOK PAGE TAGS:
• Michigan State University: @michiganstateu
• MSU Alumni Office: @msualumni

TWITTER PROFILE TAGS:
• Michigan State University: @spartans.msu
• MSU Alumni Office: @msualumni

INSTAGRAM TAGS:
• Michigan State University: @michiganstateu
• MSU Alumni Office: @msualumni

SOCIAL MEDIA COPY

SPARTANS SERVING
Share stories of Spartans serving throughout the year. Highlight that Spartans Serve is a year-round, global initiative.

Drive Spartans to create a project for something they are passionate about and register it on serve.msu.edu. Encourage Spartans to sign up for existing projects on serve.msu.edu.

GLOBAL DAY OF SERVICE
Share stories and messaging based on the phase.

• Project Creation: encourage Spartans to find something they are passionate about and create a project in their community on the Global Day of Service.

• Volunteer Creation: encourage Spartans to find a project near them and serve with fellow Spartans on the Global Day of Service.
SOCIAL MEDIA SAMPLE COPY

To help you make your project successful, we’ve crafted the social media posts below for you to cut and paste into your accounts. Use these posts in tandem with the provided graphics for the best effect. Be sure to include the link to the service day website serve.msu.edu as well as the hashtags #GlobalDayOfService and #SpartansServe.

PROJECT CREATION PHASE: (1/20/20 – 2/21/20)
- April 18 Spartans worldwide will come together in their communities to make a difference. If you have ideas for a service project, plan and register it through the Global Day of Service website, serve.msu.edu. #GlobalDayOfService
- If you are interested in being a project coordinator for an (insert alumni club and/or project name) #GlobalDayofService, contact [insert name and contact information here].

VOLUNTEER REGISTRATION PHASE: (3/2/20 – 4/12/20)
- April 18 Spartans worldwide will come together in their communities to make a difference. If you have ideas for a service project, plan and register it through the Global Day of Service website, serve.msu.edu. #GlobalDayOfService
- April 18 Spartans worldwide will come together in their communities to make a difference. Volunteer registration is NOW OPEN! Visit serve.msu.edu to sign up today!
- #GlobalDayOfService is a time for the global network of Spartans to flex their collective muscles and make an immediate impact in their communities. Join us April 18! Sign up at serve.msu.edu.
- We currently have [insert number of projects] service day projects planned! If you would like to join us for one of them, sign up at serve.msu.edu.
- No matter how far from the banks of the Red Cedar we may go, Spartans continue Michigan State University’s longstanding tradition of service to others. Join Spartans around the world on Saturday, April 18 as we come together to serve the communities we live in. Project & volunteer registration is now open at serve.msu.edu.
- There’s still time to sign up and volunteer with the [insert alumni club and/or project name]! You can sign up for one of our projects at serve.msu.edu.
- What’s our favorite part about being involved with [insert alumni club and/or project name]? That’s easy, it’s #GlobalDayOfService when we get to spend the day together spreading kindness in [insert city name]! Sign up with us at serve.msu.edu!
- More than 15,000 hours of community service are contributed by Spartans during the Global Day of Service. You can be part of something truly meaningful when you plan to take part in this year's event on April 18, 2020. Get all the details and register today at serve.msu.edu.
DAY OF: (4/18/20)
• Today’s the day! We’re excited to join thousands of Spartans around the world who are volunteering in their communities! #GlobalDayOfService

• Today for #GlobalDayOfService, Spartans will be going around [insert city name] and [list 3 things that your project’s volunteers will be doing today]

• [We recommend having volunteers post photos of their day and having your club’s accounts share/retweet them]

• For those of you who participated in Global Day of Service, join us for an evening of celebration and reflection. [Insert project leader name] will be hosting a(n) [type of event, time, location] to show our appreciation for those who spent their day volunteering. We hope to see you there! #GlobalDayOfService

THANK YOU: (4/18/18 – 4/24/20)
• “Thank you” to the [insert number of volunteers] Spartans who came together to empower the [insert city name] community. [Share thank you video] #GlobalDayOfService

• Thank you for spreading love and kindness. [Share thank you video/graphic] #GlobalDayOfService

SOCIAL MEDIA GRAPHIC SAMPLES

Use photos of Spartans serving to showcase the variety of projects that are available. An album with approved photos is available at go.msu.edu/GDS-Brand.
SOCIAL MEDIA SAMPLES

On April 18, Spartans worldwide will come together in their communities to make a difference. If you have ideas for a service project, you can plan and register it through the Global Day of Service website, serve.msu.edu. #SpartansServe

4:47 PM. Jan 20, 2020 Twitter Web App
18 Retweets 55 Likes

The MSU Global Day of Service is a time for the global network of Spartans to flex their collective muscle and make an immediate impact in their communities. Join us on April 18th!

Sign up → serve.msu.edu

MSU Alumni Office
@msualumni

Like by michiganstateu and 305 others
MSU Alumni Office More than 15,000 hours of community service are worked by Spartans during the MSU GlobalDayOfService. YOU can be part of something truly meaningful by taking part in this year’s event on April 18, 2020. #SpartansServe

>> LINK IN BIO