



# 100 YEARS *Celebration*



## CAMPUS TOOLKIT

Welcome to the WARF Centennial Campus Communicator's Toolkit!

As we celebrate 100 years of innovation and impact, we invite you to join us in sharing WARF's remarkable story.

This toolkit provides you with a wealth of resources, including social media content, images, videos and historical information, all readily available on the WARF Centennial website, to help you effectively communicate WARF's centennial to your audiences.

Together, let's highlight a century of groundbreaking discoveries and inspire the next generation of innovators.



**WARF**  
Wisconsin Alumni Research Foundation

## ONLINE RESOURCES

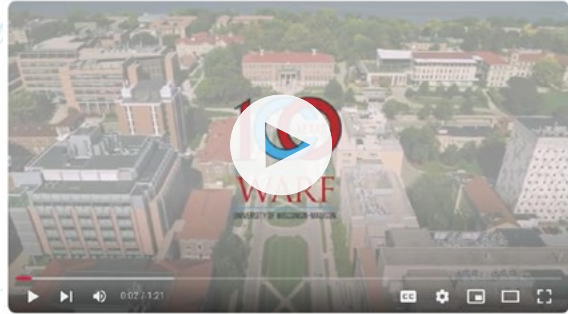
## Online Toolkit:

[warf.org/centennial/campus-centennial-toolkit](http://warf.org/centennial/campus-centennial-toolkit)



### Promotional Video:

[www.youtube.com/watch?v=qkHMOXQOwu4](https://www.youtube.com/watch?v=qkHMOXQOwu4)



## Website

[www.warf.org/centennial](http://www.warf.org/centennial)

## Social accounts

Twitter: @WARF\_News

LinkedIn: **Wisconsin Alumni Research Foundation (WARF)**

Facebook: **Wisconsin Alumni Research Foundation (WARF)**

Hashtag: **#WARF100**

## Key Message

Celebrate 100 years with us! Since 1925, WARF has fueled innovation at UW-Madison, transforming lives through collaboration and global partnerships. As we enter our next century, we remain dedicated to advancing world-changing discoveries—from life-saving therapies to sustainable technologies—and shaping a brighter future together.

## Sample social post #1



The formal agreement between **@UWMadison** and WARF in 1965 solidified a collaborative relationship that has fueled innovation for decades. This partnership ensures continued support for research and the translation of discoveries into real-world applications.

**#WARF100**

### Sample social post #2



WARF's support for the first Chair of Game Management, held by Aldo Leopold, underscores our enduring commitment to environmental stewardship. This investment established the tradition of WARF-sponsored professorships at **@UWMadison. #WARF100**

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