

**GET YOUR**

**GREEN ONI**

# Introductions



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# History of the Program

- The idea came from a desire to build community and school pride in the Fort Collins area
- It continued to grow...
  - The creation of a free program to promote local businesses by offering specific deals for Get Your Green On participants on the Fridays before home CSU football games
  - Businesses have since made the program their own and created interesting and creative promotions
- In 2019, Rachel and Emily take over the program as a collaboration between CSU Athletics and the CSU Alumni Association



# What the Program Looks Like Today

- Wear green every Friday and encourage your community to wear green
- On Fridays before CSU home football games, GYGO businesses can offer discounts to customers wearing green or who mention the Get Your Green On program
- It is still free!
- Revamped website
  - Easily accessible on the CSU Alumni Association website as well as linked on the CSU Athletics site
- Promotions- social media, in-game shoutouts, revamped website, potential physical pieces, local community partnerships
  - Addition of a new social packet

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# Website- now LIVE!

- [Let's go check it out!](#)

# How do you get involved?

- It is what you make it
- Register your business at <https://advancing.colostate.edu/GETYOURGREENON>
  - We'll list your business, offer and address on our website
- Wear Green on Fridays
  - Make sure everyone in our business is wearing green and knows about the promotion
  - Decorate your business and use social media to promote GYGO Fridays
- Organize a promotion for the 5 Fridays before home football games
  - Get creative
  - There's no minimum for a promotion
    - Examples: buy one get one half off, a free item, 10% off, extra punches, etc.



# Key Dates

- Special GYGO discounts will only be valid (unless you state otherwise) on the following Fridays before Football games
  - September 18<sup>th</sup>
  - October 2<sup>nd</sup>
  - October 10<sup>th</sup>
  - October 30<sup>th</sup>
  - November 20<sup>th</sup>
- Additional Homecoming weekend opportunities
  - Homecoming specific website and information sent to CSU community



\*Key dates are subject to change pending final decisions regarding fall sports

# Social Pieces





If you have any further questions, please feel free to reach out to us



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