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THE UNIVERSITY OF OREGON'S FIRST GIVING DAY  
MAY 19, 2016

# What is a Giving Day?

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- Time sensitive
- Often centered around a challenge gift
- Tells the story of the university and encourages annual gifts
- Spread mostly through social media and word of mouth
- Goals:
  - Fill the pipeline
    - Excite non-donors
    - Recapture lapsed donors
    - Encourage second gifts from current donors
  - Inform students about philanthropy at UO

# Example: Florida State University

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- More than 1,100 donors in 36 hours
- \$286,000 raised
- No challenge money utilized
- 30% brand new donors
- 12 major gift prospects made their FIRST gift
- One \$100,000 pledge as a direct result of the campaign



# Example: University of Michigan

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- 5,437 donors in 24 hours
- \$3,252,309 raised
- \$40,000 in challenge money used throughout the day
- 11.5 million impressions
- 394 social media ambassadors
- 1,502 student donors
- 40 mid-level gifts, including one \$350,000 gift




# #DucksGive Goals


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- Donor-focused goals to unlock challenge gift money
  - Initial goal: 519 donors on 5/19 to unlock a challenge gift
- Implement challenge gifts throughout the day
  - Both general university challenges and school/college related
- Social media ambassadors to share content and ask network to give
- Student event to educate and spread the word
  - Link up with University Day to help build a culture of giving back

Your Account  
**Katy George**

 Profile

 Ambassador

 Admin

 Sign Out

## Ambassador


### #DucksGive 2016

May 19, 2016 - May 20, 2016

#### Thanks for signing up to be an Ambassador!

You can now start sharing your referral link with friends, family, and followers. You'll receive credit for any donation made through it, so come back here often to track your impact.

For your convenience you can use these share buttons to quickly prepare an email or social media post containing your referral link:

 Send Emails

Try to reach at least 15 people by email, but don't forget to maximize your impact by posting on social networks too.



YOUR AMOUNT RAISED

**\$0.00**

YOUR DONORS (0)

Here's your actual referral link to do with as you please:

[https://uoregon.sfunder-staging.us/giving-day/258?utm\\_medium=](https://uoregon.sfunder-staging.us/giving-day/258?utm_medium=)

Referred Page:

#DucksGive 2016  
#DucksGive 2016  
College of Arts & Sciences  
School of Music & Dance  
School of Journalism & Communication  
School of Architecture & Allied Arts  
Lundquist College of Business  
College of Education  
University Libraries  
Clark Honors College  
School of Law

# Project status

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- First challenge gifts secured, more in the works
- Searching out social media ambassadors and well-known personalities for video content
- Finalizing design and media materials
- On the hunt for more challenges!

# What you can do

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- Spread the word
  - Sign up to be a social media ambassador
  - Contact friends, family, and fellow Ducks on the day
- Encourage your staff to participate by posting on their social media pages
- Make a gift on 5/19!