

THE UNIVERSITY OF OREGON'S FIRST GIVING DAY

MAY 19, 2016

## What is a Giving Day?

- 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

- 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

- 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

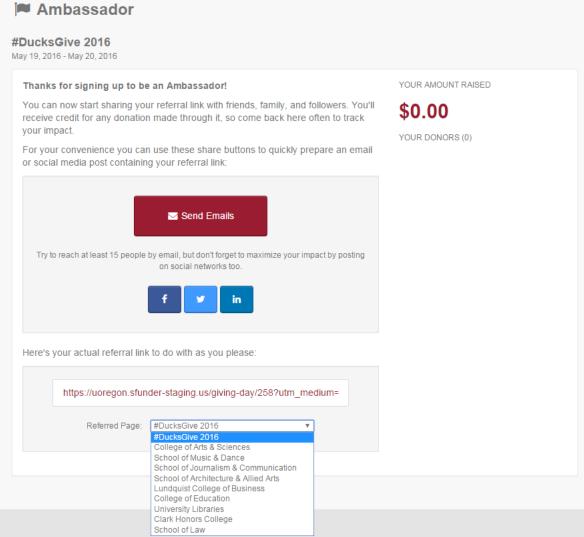


#### #DucksGive Goals

- 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 ♣ DucksGive 2 May 19, 2016 - May 2 ♣ Admin Thanks for sign You can now sign.

Sign Out



### Project status

- 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

- 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!