IDEAS & EXAMPLES

#GIVINGTUESDAY™
IDEAS FOR SCHOOLS

GET YOUR CAMPUS INVOLVED IN #GIVINGTUESDAY!
Here are some tips for getting students, teachers, teams and clubs to lead #GivingTuesday initiatives for their schools:

• **Launch a school-wide giving day.** On #GivingTuesday, the University of Michigan launched #GivingBlueDay as the university’s first online giving campaign. In 2016 the day raised more than $5.5 million for the school and helped build excitement amongst students and alumni.

• **Utilize social media** in the lead up to and on #GivingTuesday to highlight your cause – encourage fellow students to take action that day to support something they care about.

• **Appoint #GivingTuesday student ambassadors** at the beginning of the semester to help bring together existing groups to promote #GivingTuesday on campus.

• **Host an on-campus volunteer fair** on #GivingTuesday for student groups and potential non-profit employers.

• **Announce a new fundraising initiative** – for example, Northwood University used #GivingTuesday to announce their capital campaign.

• **Organize a blood drive, clothing or book drive, or another giving activity on your campus.**

• **Engage parents and alumni** – Arizona State University had great success by securing a matching grant from a proud mom.

• **Engage professors and start a discussion about philanthropy and volunteerism,** and what students would like to see more of on campus relating to giving.

• **Present an award to a student leader on #GivingTuesday.**

• **Contact your department dean and ask about pro bono projects for students.**
HIGHER EDUCATION

TUFTS UNIVERSITY
For their fifth #GivingTuesday, Tufts University set a goal of 2,000 donors to support all aspects of life at Tufts, including financial aid, faculty research and scholarship, student activities and other university priorities. If they reached their goal, a generous group of alumni and parents pledged to give $200,000. In addition, some volunteer groups at individual schools upped the ante with school-specific challenges. For example, the executive council of the Friedman School Alumni Association pledged to contribute $10,000 if 75 donors gave to the nutrition school. Tufts blew away their goal, reaching 4,014 donors who gave more than $1 million. They built an interactive donor roll that thanked all their donors in real time for their contributions. Tufts received the largest number of gifts the university has ever received in one day on #GivingTuesday 2016.

FORDHAM UNIVERSITY
Fordham set a public goal of $300,000 from 1,000 donors on #GivingTuesday. Their fundraising team worked to turn their community into ambassadors for the day. They distributed a social media toolkit with plug-and-play messaging and ideas about how to best support the campaign. Their #GivingTuesday leaderboard not only tracked donations by class and state, but also showed how their ambassadors’ social shares translated into donations. They also announced a series of challenges throughout the day to keep momentum up. Some were aimed at specific classes, particularly young alumni. For example, the morning of #GivingTuesday they announced that if 200 young alumni (classes of 2007 to 2016) gave, Fordham’s Young Alumni Philanthropy Committee would donate an additional $4,000 toward scholarships. Later in the day a Fordham trustee came forward with a new #GivingTuesday challenge: If 250 donors made a gift between 5 and 11:59 pm, the trustee would donate $50,000 to support scholarships and financial aid. Ultimately, Fordman surpassed their goal with over 1,400 members of the Fordham family raising more than $550,000 on #GivingTuesday.

LUBBOCK CHRISTIAN UNIVERSITY
Instead of asking for a donation, Lubbock Christian University asked alumni, supporters and friends to give the gift of prayer for their students. They got the word out on social media, on their website and in a press release to local media. Hundreds of friends and family of the Lubbock Christian University community committed to praying for the students.

GREENVILLE COLLEGE
For their #GT campaign, an anonymous alumni couple offered to double online donations, up to $10,000. This helped Greenville College see plenty of donor engagement from early in the morning until late into the evening: They received their first gift on #GivingTuesday at 2:33 am for $1,000, and their last gift was received at 11:55 pm for $125. In order to keep donors engaged, Greenville College makes it a point to connect students who receive scholarships with donors who fund them. Each year, students write thank-you notes to donors at “Donor Thank-You” events.
COLORADO STATE UNIVERSITY
Colorado State University’s goal was to beat their 2015 results of $30,824 from 400 donors. They achieved it by featuring their Rams Against Hunger program on #GivingTuesday in their email campaigns. Rams Against Hunger provides meal cards to the nearly 10% of students who experience food insecurity. Thanks to donations totaling $26,908 from 655 people, CSU will provide 3,844 meals to students in need. In total, they raised $47,000 from 1,073 donors for various CSU programs.

BOWLING GREEN STATE UNIVERSITY
In 2016, 230 donors showed their Falcon pride with donations totalling $88,979 on #GivingTuesday. In additions, students gave back by donating 397.5 service hours. The BGSU Student Philanthropy Committee created various service opportunities to help students make a direct impact on their local community and on campus. Their efforts included supporting the Cocoon Shelter, a local shelter that provides safety, healing and justice for battered women and their children; making toys for animals for the Wood County Humane Society; decorating ornaments for the Wood County Committee on Aging; and helping fellow BGSU Falcons who may not have access to food by donating a Falcon Card swipe.

TEXAS A&M CORPUS CHRISTI UNIVERSITY
The Texas A&M Corpus Christi University’s 2016 #GivingTuesday campaign focused on giving back to the community — a key pillar in their strategic plan. Their Division of Student Engagement & Success built a site explaining different opportunities and details of how to get involved on the day. Volunteers could sign up by filling out a form on the site. In total, 125 Islander faculty and staff volunteers contributed 269 hours of service and were able to make a difference at 10 off-campus locations, from sorting goods for the Food Bank of Corpus Christi to donating blood at the Coastal Bend Blood Center to handing out warm meals at Corpus Christi Metro Ministries.
#GIVINGTUESDAY™

To learn more contact Info@GivingTuesday.org.

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