Rutgers Giving Day Toolkit
Make an impact. Give through Rutgers.
#RUGivingDay

Overview

Thank you for taking a leadership role in making a difference through Giving Day. We hope this toolkit provides you with everything you need to make your Giving Day a success. This toolkit is designed to be flexible. You can use the documents as is, or customize by adding in your school, unit, or program name. Or, you can feel free to fully customize Giving Day to your school, unit, or program needs by taking the marketing tools to make Giving Day your own! (As always, please keep in mind RU branding guidelines at identity.rutgers.edu)

We will be continually adding materials to the toolkit, so check back often! If you need more resources, or have any questions, don’t hesitate to email your point of contact person (list in the toolkit) or Danielle Chirico at dchirico@winants.rutgers.edu

IMPORTANT DATES
- 11/17 – Date you can begin posting information about Giving Day to the public
- 12/1 – Giving Day

WEBSITE
GivingDay.Rutgers.edu (will not go live until 11/17)

HASHTAG
#RUGivingDay

TAGLINE
Make an impact. Give through Rutgers.

LOGO – file saved separately in the toolkit

WHAT IS RUTGERS GIVING DAY
Rutgers Giving Day is a festive and inspiring event that will bring together alumni, parents, friends, faculty, staff, and students in the name of philanthropy. This day is all about celebrating Rutgers’ points of pride and raising support for the university community. All gifts made between midnight and 11:59 p.m. EST on December 1, 2015, will count toward Rutgers Giving Day. Your help is needed to rally our Rutgers communities and help us reach our goals of:
- $500,000 dollars
- 1,500 donors
- 100,000 Social Media Impressions
- … all in just 24-hours!

WHY IS RUTGERS GIVING DAY IMPORTANT?
For Rutgers: The primary focus is to increase the number of donors to Rutgers and to raise additional support for schools, units, and programs. Because this will be a competitive, fun, rewarding experience, we expect to attract new donors and reactivate lapsed donors who have not responded as well to traditional methods of solicitation. We also expect loyal donors to give again and to engage even more deeply. We also anticipate high engagement from younger alumni.

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For our audiences: The case for giving on this day is a combination of the following:
- FOMO (Fear Of Missing Out!) - The RU Community will enjoy being a part of this big event and watching it unfold in real time.
- Their gift counts more today thanks to challenge funds.
- They will be making an impact on students and programs at Rutgers.
- It will be a lot of fun and very rewarding.
- They can give to any area at Rutgers that means the most to them.
- They will help make Rutgers history, being part of the first-ever Giving Day and the largest single day of giving for Rutgers.

HOW DOES RUTGERS GIVING DAY WORK?
Every online and over-the-phone gift given on December 1 will count toward the total, regardless of designation. The website will display a real-time running tally of the total number of donors and dollars raised overall, as well as for each school or area listed on the Leaderboards.

The day will be structured as a competition for a percent of challenge funds that will be allocated between the schools and areas on each of four Leaderboards, one for each University and RBHS. See Leaderboard list in the toolkit.

The schools and areas on each leaderboard compete for a share of $20,000. The money will be awarded based on the percent of gifts received by the various areas. See the example below:

<table>
<thead>
<tr>
<th>School or Area</th>
<th># of gifts</th>
<th>% of gifts to NB</th>
<th>$$ for School/Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>NB</td>
<td>400</td>
<td>40%</td>
<td>$8,000</td>
</tr>
<tr>
<td></td>
<td>300</td>
<td>30%</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td>200</td>
<td>20%</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>10%</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

What's great about divvying up the challenge funds in this way, is that it puts a focus on increasing the number of gifts, not the dollar amount. And, all the programs that are listed on the leaderboard will receive at least some award, as long as they receive at least one gift.

Additional Challenges:
An additional $20,000 will be available to award for special challenges on Giving Day. These include challenges that will unlock bonus pools of money if certain goals are met, and social media challenges. These challenges are designed to incentivize broad participation and activity on Giving Day. A full list of these special challenges is available in the toolkit.

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