



Paint the Day Scarlet

11.29.16
#RUGivingDay

Rutgers Giving Day Challenges

Spread the word about these social media challenges to help your school, unit, or program earn additional support!

To be eligible, participants must **(1)** use #RUGivingDay, **(2)** mention or tag their favorite Rutgers cause, **(3)** post on Instagram or Twitter, and **(4)** post within the allotted time.

Note: the challenge timeframes are based on Eastern Time (ET).

| | TIME | Challenge | Content | Amount |
|---------------------------|---------|---|---|----------|
| Daylong Challenges | | | | |
| 1 | All Day | Paint the Day Scarlet Daylong Challenge | Alumni, help us paint the day scarlet! The Rutgers cause with the most alumni donors by midnight will receive an extra \$1,000. | \$ 1,000 |
| 2 | All Day | Workday Challenge WINNER: Big 10 Build | If you're a Rutgers faculty or staff member, make sure to give to your favorite Rutgers area by 5 p.m.! The fund with the most employee gifts will receive an additional \$1,000. | \$ 1,000 |
| 3 | All Day | Paint Can Challenge WINNERS: @EOF.RUC (Educational Opportunity Fund Camden), @Musictomynose (EMSOP), @Inchiriboga (School of Public Health), @Funishmalldoses (SPAA), @Mgalleries (N/A) | Rutgers students: Rutgers Giving Day paint cans are hidden around campus. Find one, post a picture of yourself showcasing the can and its number using #RUGivingDay, and tag the Rutgers cause of your choice for a chance to earn \$250 for that cause. Fifty paint cans have been hidden, and eight posts will be selected. | \$ 2,000 |

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| 4 | All Day | Swing By Challenge WINNER: @cnma_me DESIGNATION: Camden Nursing Students Association | Swing by one of the Rutgers Giving Day on-campus events and snap a picture for a chance to earn \$1,000 for the Rutgers cause of your choice. | \$ 1,000 |
| 5 | November 21 to noon on November 28. | Scarlet Voice Challenge WINNER: Mark Berger DESIGNATION: Men's BB | Scarlet Voice members: share the Rutgers Giving Day reminder you receive on Monday, November 21, and you could earn \$1,000 for the Rutgers cause you love! | \$ 1,000 |
| Hourly Challenges | | | | |
| 6 | 12 a.m. – 2 a.m. | Giving Day Kickoff Selfie WINNER: @rachel_emas DESIGNATION: SPAA | As of right now, it's Rutgers Giving Day! Post a selfie showing how excited you are. One person will be randomly selected to receive an additional \$1,000 for his or her favorite Rutgers cause. | \$ 1,000 |
| 7 | 1 a.m.–3 a.m. | Late Night Challenge WINNER: @stephanie_reif, DESIGNATION: Student Leadership Fund | Students, are you up late studying? Prove that you're burning the midnight oil by posting a selfie on Instagram, and you could earn \$500 for the Rutgers cause you care about most. | \$ 500 |
| 8 | 3 a.m.–6 a.m. | International Giving Challenge WINNER: @RutgersGSE DESIGNATION: GSE | Where in the world are you? If you're a Rutgers student or graduate who is living abroad, post a photo of yourself with something representative of your country. One participant will receive \$1,000 for his or her favorite Rutgers cause! | \$ 1,000 |
| 9 | 6 a.m–9 a.m. | BFF Challenge WINNER: @jennifer_ruggiero DESIGNATION: Student Orgs at RU-Newark | \$500 is up for grabs! Help the Rutgers cause of your choice. Claim it by posting a photo of you and one of the best friends you met at Rutgers. | \$ 500 |
| 10 | 8 a.m–10 a.m. | Graduation Challenge WINNER: @That_BenzChick DESIGNATION: RU Commuter Student Assoc. | Post a picture of yourself at your Rutgers graduation ceremony for a chance to earn \$500 for your favorite Rutgers cause. | \$ 500 |
| 11 | 9 a.m–11 a.m. | Cute Kids Challenge WINNER: @samanthacorenplum DESIGNATION: Student Health & Wellness | Nothing is cuter than a baby in a Rutgers onesie! Post a photo of your little one in Rutgers gear to help your Rutgers school, unit, or program earn \$500. | \$ 500 |

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| 12 | 10 a.m.–12 p.m. | My Cause Challenge WINNER: @Bkwrites DESIGNATION: RWJMS | "The Rutgers school/unit/program that should receive an extra \$500 on Rutgers Giving Day is _____." | \$ 500 |
| 13 | 11 a.m.–1 p.m. | Game Day Challenge WINNER: @irishyanks DESIGNATION: Softball Club | Post a picture of you and your friends at a Rutgers game/match/competition, and tag the Rutgers team you want to see earn an additional \$1,000. | \$ 1,000 |
| 14 | 12 p.m.–2 p.m. | Student Philanthropy Challenge WINNER: @miss_kimg DESIGNATION: Rutgers Future Scholars | Students: give donors a shoutout by posting a video thank-you! One person will be selected to receive \$500 for the Rutgers cause he or she loves. | \$ 500 |
| 15 | 1 p.m.–3 p.m. | R Home Challenge WINNER: @_scotty_ DESIGNATION: MARCH RU-Camden | "I knew Rutgers was 'home' when _____." Be sure to mention the Rutgers school, unit, or program you think should receive \$500. | \$ 500 |
| 16 | 2 p.m.–4 p.m. | On the Banks Challenge WINNER: @srstevenson20 DESIGNATION: Rutgers Gardens | Time to flex those vocal chords! Post a video of yourself singing a clip of the Rutgers alma mater from Camden, Newark, or New Brunswick for a chance to earn \$750 for the Rutgers cause of your choice. | \$ 750 |
| 17 | 3 p.m.–5 p.m. | Furry Friends Challenge WINNER: @kimi_in_training DESIGNATION: RU Seeing Eye Puppy Raising Club | Pets are part of the Rutgers family, too! Post a picture of your pet decked out in scarlet for a chance to earn \$750 for your preferred Rutgers cause. | \$ 750 |
| 18 | 4 p.m.–6 p.m. | Why I Give Rutgers University Facebook Challenge WINNER: Jackie Chen DESIGNATION: Rutgers E Sports | "I give to _____ (Rutgers cause or program) because _____." Fill in the blanks in the comments section and one winner will be randomly chosen to win \$1,000 for the Rutgers cause of their choice at 6 p.m. | \$ 1,000 |
| 19 | 5 p.m.–7 p.m. | Rutgers Love Challenge WINNER: @rawitscamille DESIGNATION: Alpha Zeta Omega | Did you meet your significant other at Rutgers? Post a photo of you two lovebirds, and you could earn \$750 for the Rutgers cause you <3. | \$ 750 |
| 20 | 6 p.m.–8 p.m. | RBHS Challenge WINNER: @lsqrd DESIGNATION: SPH | If you graduated from any of the Rutgers Biomedical and Health Sciences schools, post a picture of yourself in a white coat or scrubs. Your post could be selected to earn \$500 for your Rutgers school, program, or unit. | \$ 500 |

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| 21 | 7 p.m.–9 p.m. | Professor Shout–out Challenge WINNER: @AllieEiseman DESIGNATION: Rutgers Oral History Archives | Which Rutgers professor changed your life? Give him or her a shout–out on social media for a chance to bring in an additional \$750 for the Rutgers cause you care about most. | \$ 750 |
| 22 | 8 p.m.–10 p.m. | Scarlet Swag Challenge WINNERS: @JWH34 DESIGNATION: LGBTQA Emergency Fund (NB) | Show off your scarlet swag! Post a photo, and you could earn \$500 for the Rutgers school, program, or unit you support. | \$ 500 |
| 23 | 9 p.m.–11 p.m. | Student Org Selfie WINNERS: @Rutgersdga DESIGNATION: Student Association of Global Affairs | Student organizations, the spotlight is on you! Post a group photo using #RUGivingDay for a chance to receive \$250 for your organization. Two winners will be selected. | \$ 500 |
| 24 | 10 p.m.–11:59 p.m. | Scarlet Pride DESIGNATION: Student Programs | What makes you proud to be scarlet? Tell your friends on social media using #RUGiving Day on Twitter or Instagram. Student Programs will receive \$10 for each post that comes in, up to \$1,000. | \$ 1,000 |
| 25 | 11 p.m.–11:59 p.m. | 60 minutes left! DESIGNATION: Rutgers Athletics | The cause that receives the most donors in this final hour will get an additional \$1,000. | \$ 1,000 |