

# IDEAS FOR SCHOOLS

## GET YOUR CAMPUS INVOLVED IN #GIVINGTUESDAY!

Here are some tips to learn how students, teachers, teams and clubs can 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 2015 the day raised more the \$4.3 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.**

# SCHOOLS & UNIVERSITIES



## NIAGARA UNIVERSITY

Students, alumni and friends collected over \$3,500 and more than 1,000 pounds of food and nonperishable goods on December 1 to celebrate #GivingTuesday.

## UNIVERSITY OF MICHIGAN

The University of Michigan went big again in 2015 with #GivingBlueDay to bring every school in its system together to raise new funds for University programs. In 2015--the second year of this campaign--#GivingBlueDay increased by 27% and engaged over 117 student groups across the schools campuses. By posting on social media and raising school pride amongst students and alumni, the university raised over \$4.3 Million in 24 hours on #GivingTuesday.

## SOUTH LEXINGTON SCHOOL

Madeline Green's South Lexington School kindergarten class wrote letters of encouragement to families and patients staying at the SECU Family House in Winston-Salem. Teachers worked with students as they wrote one sentence to cheer residents and drew a picture to illustrate it, and ultimately delivered 500 letters of encouragement to people at SECU House.

## ILLINOIS COLLEGE OF OPTOMETRY

In 2014, Illinois College of Optometry organized a fundraising campaign with the goal of donating glasses frames to Chicagoans in need. The 2015 campaign doubled the number of donors from 2014 and allowed them to raise over \$30,000 in new funds to provide 1,000 sets of frames and corrective lenses to adults and children who couldn't otherwise afford them.

## NEW MEXICO STATE UNIVERSITY

In 2015, New Mexico State University partnered with the Hunt Family Foundation on a matching campaign for scholarship funds. The one-day #GivingTuesday campaign added a total of \$5.7 Million to the university's scholarship fund. More than 80 new scholarships were established, and the initiative drew more than 2,440 donors, including 655 who were making their first-ever gift to the NMSU system.

## KENT STATE

Kent State kicked-off a school-wide #GivingTuesday campaign with a personal match of \$25,000 from the university's president. All funds would support school programs and serve as a way to enrich students' experience at Kent.

## PENN STATE

In 2015, 1,376 Penn State donors participated in #GivingTuesday. The final tally totaled \$296,727, which is more than twice as much as last year's total.

## NIGHTINGALE-BAMFORD SCHOOL

The Nightingale-Bamford School in New York created a Guide to Giving: Philanthropy Lessons in Preparation for #GivingTuesday to provide K-12 teachers around the country with a curriculum to teach students about philanthropy and leadership. The nine lessons explore why people give, how to find a cause, how to raise awareness and fundraise, and how to celebrate generosity. The curriculum was available to download for free on #GivingTuesday's website.