



2018
Case Studies

#GIVINGTUESDAY™

Case Studies Colleges & Universities



TUFTS UNIVERSITY

For their fifth #GivingTuesday, [Tufts University](#) set a goal of cultivating 5,000 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 \$500,000. In addition, volunteer groups at individual schools upped the ante with school-specific challenges. For example, the Cummings School Board of Advisors offered a \$75,000 challenge gift if they hit 350 donors. Tufts shattered their goal, reaching 7,529 donors who gave more than \$2 million. They thanked all of their donors for their contributions in real time via their [interactive donor roll](#).

COLORADO STATE UNIVERSITY

[Colorado State University](#)'s goal was to support 7,100 meals for their Rams Against Hunger fund. The Rams Against Hunger program provides meal cards to students who experience food insecurity. The campaign involved a robust 30-day communications plan including postcards, email, social media, and on-campus events. 400 social media ambassadors also helped to spread the news of the campaign.

BOWLING GREEN STATE UNIVERSITY

In 2017, 218 students showed their Falcon pride and donated 557.5 service hours on #GivingTuesday. That's more than double the number of volunteer hours from 2016! The [BGSU](#) Student Philanthropy Committee hosted the service opportunity in the student union throughout the day, which included 6 activities for students, staff, and faculty members. One student, for example, made dog toys for the local Humane Society. Activities united a variety of local community partners, including the Cocoon Shelter, Red Cross, United Way, Meals on Wheels, The Wood County Committee on Aging, and Food for Thought.

EASTERN WASHINGTON UNIVERSITY

[Eastern Washington University](#) raised nearly \$260,000 as part of its annual Giving Joy Day campaign on #GivingTuesday to generate money for EWU student scholarships. The one-day campaign was dedicated to sharing the impact of scholarship giving through the eyes of students and donors. Scholarship recipients were highlighted in compelling videos to personalize the campaign for supporters.

NEW MEXICO STATE UNIVERSITY

On #GivingTuesday, [New Mexico State University](#) kicked off its system-wide #GivingTuesday event by announcing a \$250,000 matching gift pledged by generous NMSU donors. From 9am on, the university community was off to beat their goal of raising \$1.5 million. People from around the school community participated - one donor pledged a \$3,500 gift that would be triggered if more than 125 people posted their #NMSUGivingTuesday #UNSelfies after making their gift. More than 1,500 gifts were made to raise over \$1.8 million for NMSU on #GivingTuesday.



New Mexico State University

KENTUCKY WESLEYAN COLLEGE

[Kentucky Wesleyan College's](#) #GivingTuesday built on the Wesleyan Way Day of Service the Monday before #GivingTuesday. This year, students, faculty and alumni gave 417 hours of service to 18 different service projects. Building on that momentum, on #GivingTuesday messages were shared across social media to engage supporters and encourage financial giving to the school. Next year the Wesleyan Way Day of Service will span both the Monday before and the day of #GivingTuesday.