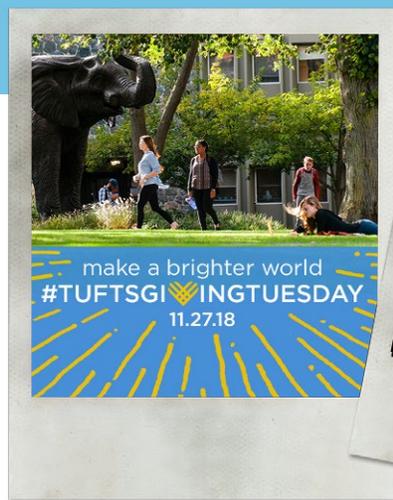# #GIVING TUESDAY

SUCCESS STORIES
Higher Ed

Get Students Involved in Fundraising Efforts

Tufts University raised 2.46 million from 8,684 donors, exceeding both dollars and donors goals. Their development team creatively worked with students to accomplish their goals, inviting students from different athletic teams do call nights, and offering matching gifts for fundraisers who raised the most. They engaged student volunteers to encourage student giving with booths around campus and strategically placed QR codes for students to scan and give on the spot. Tufts also engaged students by incentivizing giving with a social media raffle campaign encouraging students to post on social with Jumbo, the Tufts mascot, for a chance to win money. Tufts used video to inspire students to run fundraising campaigns and created a landing page to house all department and athletic team fundraisers and campaign activities.

Emporia State raised $5,000 from 76 donors.They launched a new crowdfunding platform, GiveGold, a place where students and faculty can raise money for special projects. Nine student organizations were featured by the crowdfunding campaign to help raise money for competitions, projects and conferences. The three organizations that raised the most money between 5 and 8 p.m. on GivingTuesday received an additional donation to their projects, as part of the challenge gift competition.

Encourage Giving With Challenges + Matching Grants

California State University - San Marcos raised $448,995 from 1,488 gifts, doubling their previous year's total in both dollars and donors. They nearly tripled gifts from alumni and 322 students made a gift! CSUSM achieved their goals with 13 donor-funded challenges with fun names - like the Early Bird Challenge, Alumni Happy Hour, and Social Media Challenges. The University's Giving Day theme is "Give with the Heart of a Cougar" and aims to go beyond financial goals to grow participation, which is the paramount evaluation of success for their GivingTuesday

Encourage Students to Give Back to The Community

The holidays can be lonely for seniors. So the students at **Lafayette College** in Pennsylvania plus several acapella groups put together a concert for the residents of the Glendale Nursing Home on the evening of GivingTuesday! Hosted through their local Locus Initiative Chapter, the event brought together the greater Lafayette student population to meet their community, provide entertainment, and spread the giving spirit to the Lafayette campus.

More than 100 students from **Niagara University** and nine local restaurants partnered with Community Missions for its sixth annual GivingTuesday event. Students from Niagara University kicked off the day at 6:30 a.m., preparing breakfast for those staying at Community Missions. Later in the day, high school students from around the area decorated the mission and wrapped presents, while others served lunch in the community kitchen. In addition, nine local restaurants participated in "Dining for Dollars," a week-long event where each eatery donated a portion of their sales to Community Missions.

In their first GivingTuesday campaign, **Herzing University** created a GivingTuesday scholarship opportunity designed to encourage acts of kindness – no matter how big or small. Herzing students, prospective students and alumni could apply for the GivingTuesday scholarship online by completing an act of kindness and including it in their application. More than 900 acts were submitted and they showed the unique ways Herzing students give back. In total, 10 scholarships of $2,000 were awarded on GivingTuesday to students and alumni for each Herzing campus and its online division.

Leverage GivingTuesday to rally students, alumni, and your community