



USA Giving Day #WeAreSouthProud

Julie Jackson

March 13, 2018



UNIVERSITY OF
SOUTH ALABAMA

What?

Giving Day 2018

24-hour fundraising challenge

Goal: to rally students, alumni, faculty, staff and community members to support the University with financial support.

Giving Day includes USA's main campus, the Baldwin County campus and USA Health.



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When?

Thursday, March 22

24 hours

8 a.m. – 8 p.m. primary push



**#WeAre
South
Proud**
3/22/18

Why?

- Create a sense of urgency around fundraising
- Increase visibility and exposure of South's priorities
- Acquire new donors
- Re-engage past donors in a new and exciting way
- Participation is key



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Where?

Giving Priorities

- Student Access and Success
- Excellence in Health Care
- USA Athletics
- MacQueen Alumni Center

SouthAlabama.edu/GiveDay



How can you help?



Sign up and become an 'advocate' to track your impact

ABOUT DONORS (2,727) **ADVOCATES (151)**

 **#AllinforDavidson Challengers**
♥ matched 433 donations for a total of \$50,000
♥ Gave \$300,000 because 2,500 pledges were made during a Challenge!

 **Lisa LeNard Walvoord**
♥ matched 39 donations for a total of \$390
♥ generated 18 clicks and 5 donations, totaling \$10,300

 **Charles Cushman**
♥ generated 112 clicks and 35 donations, totaling \$6,212

 **Community Advocates**
♥ generated 968 clicks and 77 donations, totaling \$5,515

Why:

When you share the campaign on Facebook, Twitter, or email, you will know exactly how many clicks, gifts and dollars your sharing is generating.

Sign up

Log in with Facebook

We'll never post to Facebook without your permission.

Or sign up with email

Name

Email

Password

College

Grad School

Primary/Secondary School

Sign up

Already have an account? [Log in](#)

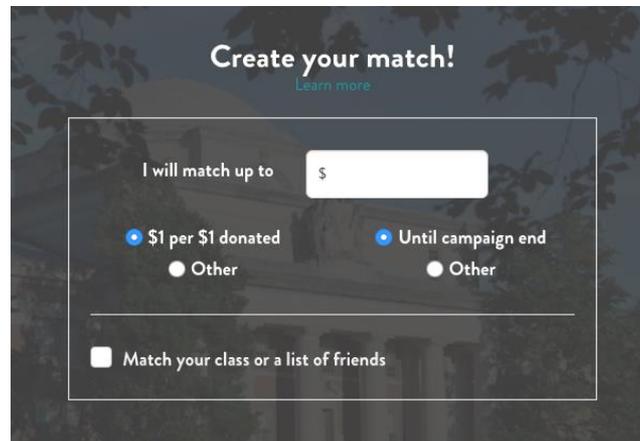
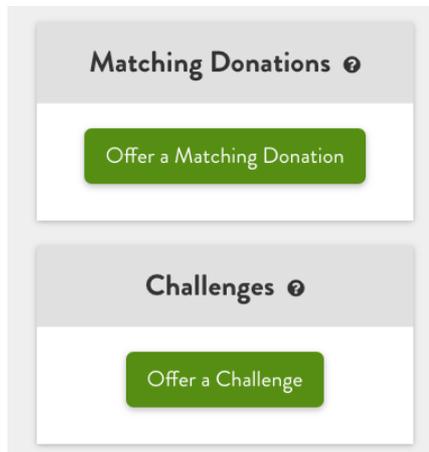
How:

Log onto www.givecampus.com and click 'sign up.'
You can either use your Facebook account or email

Offer a Matching Gift or Challenge

Motivate others to give by creating your very own matching donation or challenge.

How? On the campaign page, click “Offer a Matching Gift” or “Offer a Challenge” on the sidebar below the video.



Create a 'personal plea' video

Upload a video and use your own words to explain why this campaign is important to you.

How: 3 Easy Steps

Dr. LaToya Clark, Medical Alumni Assoc.



Record a short video

Tell your friends why you're supporting this campaign and why they should, too.



Upload your video

After you upload the video, you'll receive a link to share.



Share

Share the link with your friends and inspire them to make a gift.



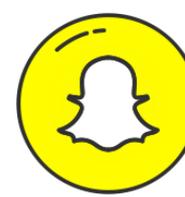
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Share!



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Alumni Association Rebranding



Questions?
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