

The Student Philanthropy Fair as Part of U Giving Day



Last year the Student Giving Day Committee organized the University of Utah's first-ever Philanthropy Fair. We had participating areas from across campus set up booths including the scholarship office, the Feed U Food Pantry, and the Bennion Center, the U's on and off-campus service center. Students would receive a passport with an area to get stamps from different stations, three stamps earned them a treat. These activities included making a gift, writing a thank you card, taking a picture with the U Alumni background and posting it, participating for ten minutes in the Bennion Center's service project, or talking to the Salt Lake Alumni Club about involvement with the U after graduation.

At noon, halfway through the Philanthropy Fair, we also held a Rock, Paper, Scissors competition where a student could win \$500 by winning a bracket-style competition. The

Student Giving Day Committee hosted and ran the fair. They organized getting all the participating booths set up, checked students in and gave them their passports, answered questions, and even went around campus to tell students it was happening. It was a great peer-to-peer education tool about philanthropy and service at the U.

Our goal was to create an event where students could learn about the different facets of involvement and philanthropy at the U. We took an exit survey of participating student-run booths, all said it was a valuable experience from their perspective and they would participate in the event again.

We also asked students about their experiences when they picked up their treat, multiple students said they learned more about philanthropy and now knew what Giving Day was, where they had not known about it the year before. We also saw more social media posts from students surrounding U Giving Day and the Philanthropy Fair than we saw the previous year. Our student giving also increased. We doubled the number of student donors from last year and the average student donation increased from \$26 to \$29.

