



LONG ISLAND UNIVERSITY

**LIU RISE 2020**

**PARTICIPATION CHALLENGE**

# LIU RISE PARTICIPATION CHALLENGE

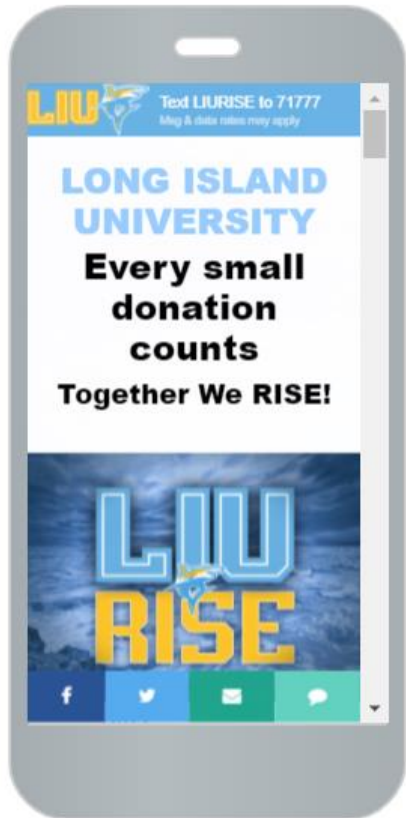
## University-wide Crowdfunding Competition

LEADERSHIP	PARTICIPANTS
Schools/Colleges	Students, faculty, deans, alumni
Athletics	Players, coaches, alumni
Greek Life	Greek students, alumni
Parents	Parent Circle
Employees	Employee volunteers

All donations directly support  
***LIU student scholarships!***

# LIU RISE PARTICIPATION CHALLENGE

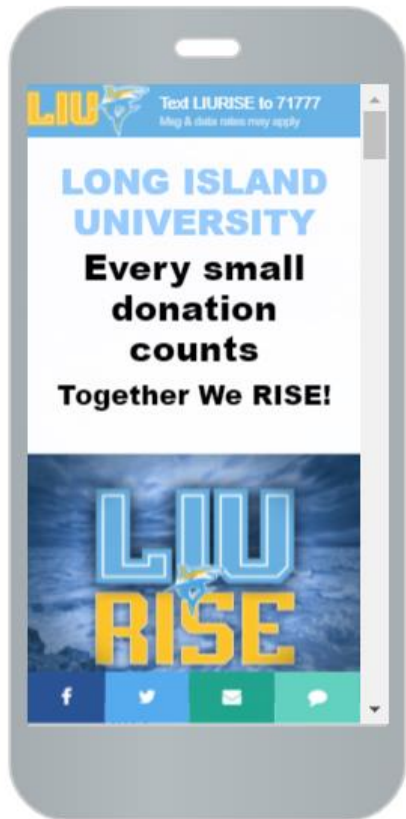
All donations directly support student scholarships!



<https://app.mobilecause.com/vf/LIURISE>

# LIU RISE PARTICIPATION CHALLENGE

**All donations directly support student scholarships!**



- Participation is the goal, not the amount!
- Every small donation counts.
- Participation is integral to our university's national rankings, reputation, competitiveness, and ability to attract quality students.

# LIU RISE PARTICIPATION CHALLENGE

## Strategy That Works for Students



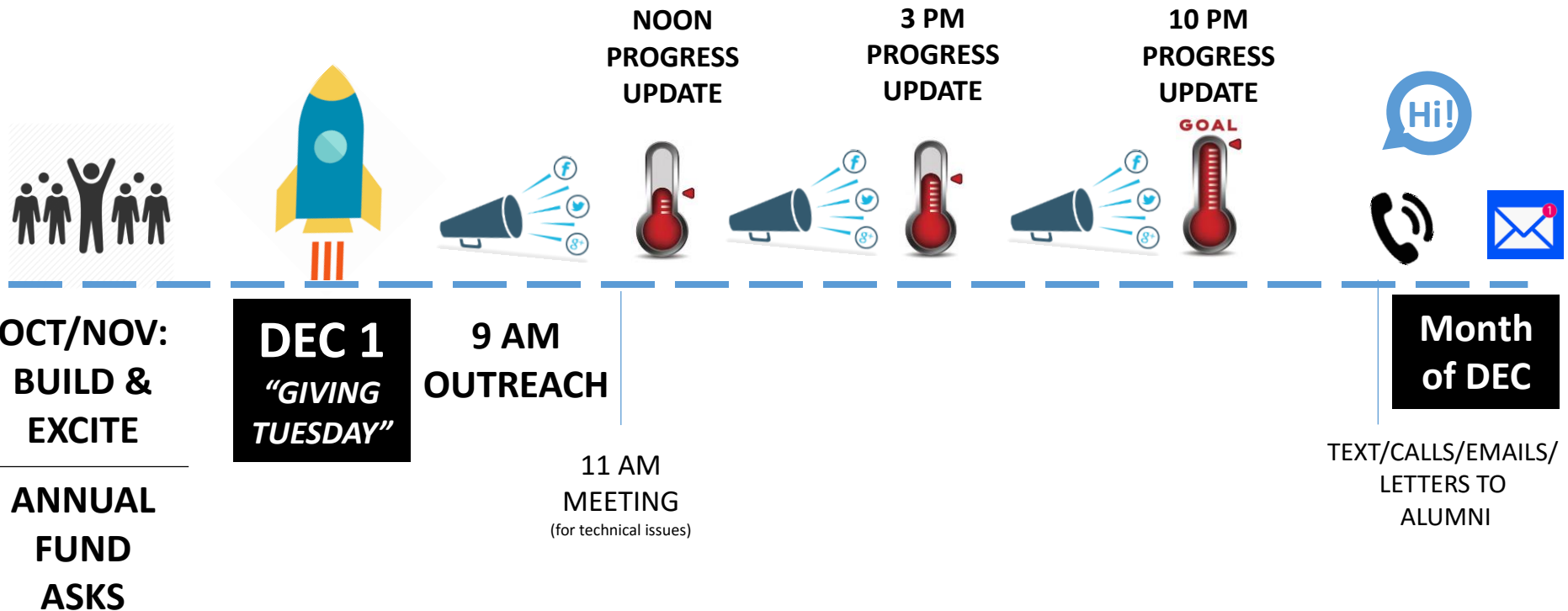
**“10 for 10”  
(Ask 10 donors for \$10)**



**Past LIU students  
succeeded in raising  
\$100 and more!**

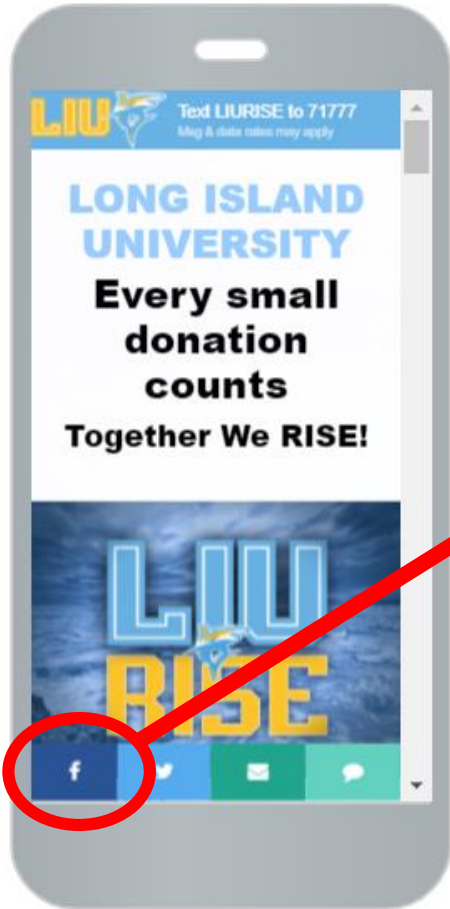
# LIU RISE PARTICIPATION CHALLENGE

## TIMELINE



# LIU RISE PARTICIPATION CHALLENGE

## SHARE ON FACEBOOK WITH ONE CLICK



# LIU RISE PARTICIPATION CHALLENGE

## SHARE ON TWITTER WITH ONE CLICK



Can you chip in \$5 to help our students gain a world-class education? Every small donation counts. Find out more and donate here: <https://igfn.us/vf/LIURISE>

PLEASE RE-SHARE AND KEEP THE PARTICIPATION GOING!  
#LIURISE /

 Everyone can reply

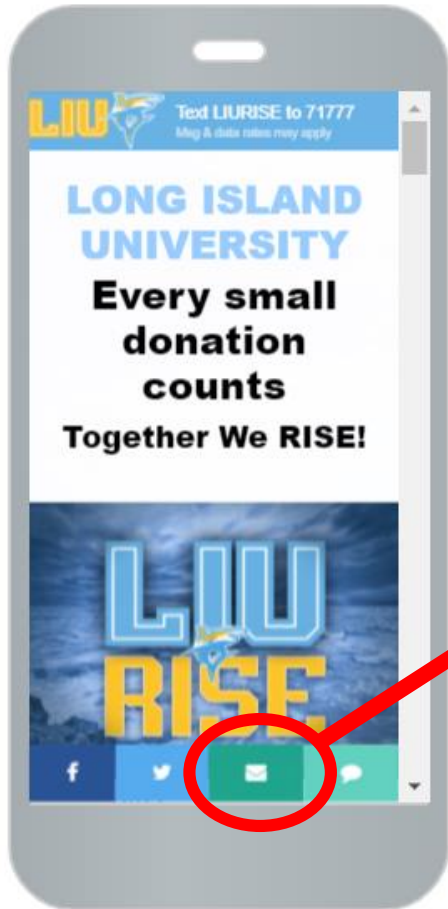


**Tweet**



# LIU RISE PARTICIPATION CHALLENGE

SHARE ON EMAIL WITH ONE CLICK



Email friends and family

Asking You For A Very Good Reason

To:

Cc/Bcc:

Subject: Asking You For A Very Good Reason

Dear Friends,

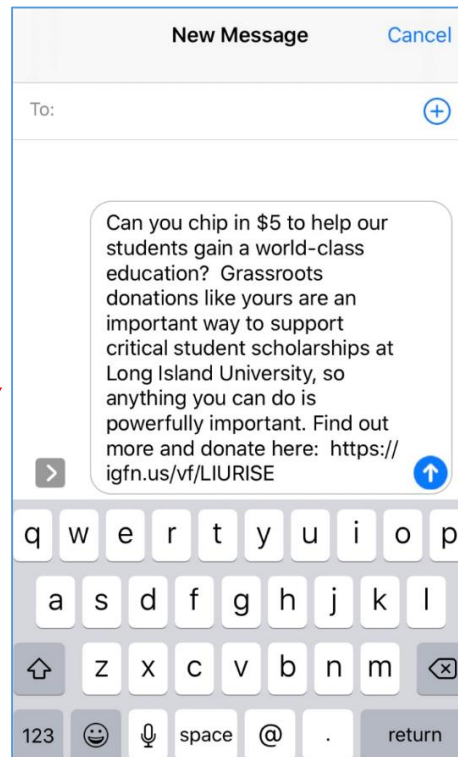
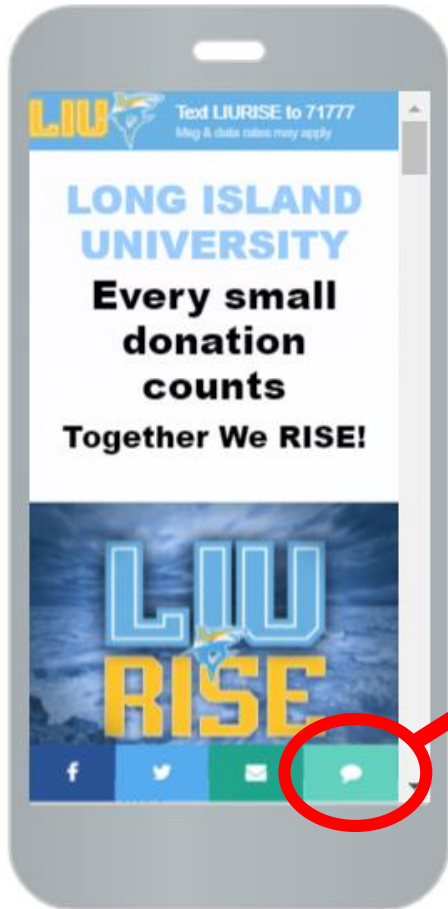
I have an important ask to make. Can you chip in \$5 to help our students gain a world-class education? Grassroots donations like yours are an important way to support critical student scholarships at Long Island University, so anything you can do is powerfully important.

You can make a difference by equipping thousands of our students to be leaders and champions for a lifetime. Find out more and donate here: <https://igfn.us/vf/LIURISE>

# LIU RISE PARTICIPATION CHALLENGE

SHARE ON TEXT WITH ONE CLICK

Text friends and family



# LIU PARENT PRIDE CIRCLE



Text PARENTPRIDE to 71777

Msg & data rates may apply

## Membership Levels

### **Leadership Council (\$5,000 annual gift)**

Courtesies: invitation to stadium suite for homecoming, meetings with university leadership, president's brunch

### **Champion (\$2,500 annual gift)**

Courtesies: invitation to stadium suite for homecoming, president's brunch

### **Partner (\$1,000 annual gift)**

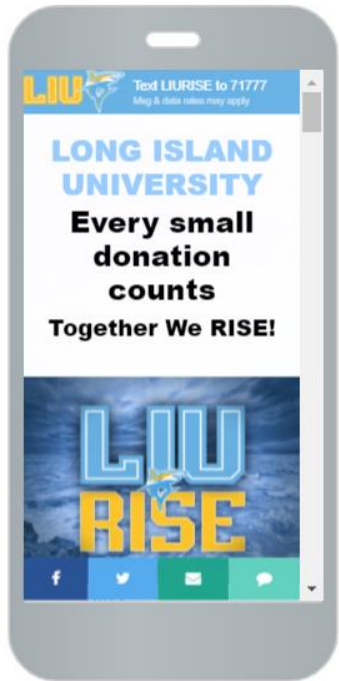
Courtesies: invitation to LIU-sponsored events in your area; preferred homecoming seating

### **Friend (\$500 annual gift)**

Courtesies: invitation to Homecoming festivities; regular communication/announcements

# LIU RISE PARTICIPATION CHALLENGE

## RECOGNITION HONORS



1. Most participation
  - Most donors (#)
  - Most alumni donors (#)
2. Most raised (\$)



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# LIU RISE

BASED ON DIGITAL FUNDRAISING BEST PRACTICE “SHARK NATION”

## RECORD BREAKING SUMMER 2020

Over 2,200 Shark Nation fans and alumni raised over \$100,000

**Average Gift: \$45**



**RECORD  
BREAKER**

May 1, 2020:

Single Day Highest Number of Donations in University History

Number of donations: 1,146