



2021 Best in Annual Giving Challenge Submission

Submission in Special Campaigns/Challenges: *CSUSM Giving Day 2019*

California State University San Marcos (CSUSM) hosted our fifth annual Giving Day on December 3, 2019. Knowing the tremendous growth from each year of this campaign: Year 1 raised \$15,083; Year 2 raised \$184,118; Year 3 raised \$254,808; Year 4 raised \$448,955 (which included a 1:1 match and a one-time surprise \$100,000 gift!). We knew we needed to implement a strategic, campus wide approach to not only sustain our growth but increase it.

The 2019 "Show Us Your Heart" Giving Day goals centered around participation. We knew that the enormous success of the previous year with a dollar of dollar match and a one-time surprise six-figure gift would be hard to beat so we focused on growing the number of donors in the campaign over the dollars raised. To do this we needed to be creative with the hourly challenges, provide more support to over 70 campus partners who were participating in the day and create more content around peer to peer ambassadors. In addition, rather than focusing on finding one donor to match gifts, we put energy into getting more front-line matches for individual areas and find donors who were willing to award cash prizes to areas who participated in the challenges. We secured \$131,000 in various matches and challenges that were awarded throughout the day. These challenges and matches provided incentives for campus partners to promote during certain segments of the day to garner more participation. A few examples of the challenges included:

- **Record Breaker:** The fund selected by the donor who makes the record-breaking 1,449th gift receives \$1,000.
- **Leading Fund:** The fund that receives the highest quantity of gifts from all donors receives \$2,000.
- **Repeat Donor:** A randomly selected donor who also gave during Giving Day in 2018 receives \$500 to the selected fund this year.
- **Early Bird Special:** The funds that receives the most gifts between 12:00a.m.-6:00a.m. receives \$1,500.
- **Student Gifts:** The fund with the most student donors from 11:00a.m.-1:00p.m. receives \$1,000.
- **Parent Gifts:** The funds with the most parent donors from 4:00p.m.-7:00p.m. receives \$1,000.
- **Alumni Record Breaker:** The fund selected by the alumni donor who makes the record-breaking 155th alumni gift receives \$1,000.
- **Most Alumni Gifts:** The fund receiving the highest quantity of alumni gifts receives \$1,000.
- **Alumni Happy Hour:** It's happy hour! A random alumni donor who give between 4:00-6:00p.m. receives \$1,000 to the fund of their choice.
- **Alumni Ambassador:** The alumni ambassador who brings in the most money by spreading the word via their own social mediums receives \$1,000 to the fund of their choice.

- First-Time Giving Day Donor: A donor who makes their first-ever Giving Day gift will be randomly selected and the fund they designated their gift receives \$1,000.
- Plus many more

In addition to the campus partner promotions on the challenges and matches throughout the day, this year we focused on growing our peer to peer ambassadors. We sent an email promotion leading up to giving day asking our supporters to become ambassadors. We also provided digital trainings and how to's to help those that sign up know how to promote on their own platforms.

The 2019 "Show us your Heart" Giving Day had a record-breaking day of 2,251 gifts (increase of 51% from 2018) for a total raised of \$319,174. It is through important philanthropic activities like Giving Day that continue to raise awareness of the quality programs which support CSUSM's mission to provide a range of services that respond to the needs of a student body with diverse backgrounds, expanding student access to an excellent and affordable education.



We are feeling the love this Giving Day!

Did you know that when you make a gift of any size today, you could win the CSUSM program you love an additional \$500, \$1,000, or even \$2,000 cash bonus? Participating in challenges is easy – whether it's the timing of your gift or sharing why you gave on social media using #HeartofaCougar.

With 18 challenges and \$17,500 on the line, you have an opportunity to make an even bigger impact. Every donation transaction qualifies as an entry. This year's Giving Day challenges include:

- The fund that receives the highest participation in number of student gifts from 11 a.m. to 1 p.m. will receive an additional \$1,000.
- One randomly selected student donor who gives during U-Hour will earn the fund they supported an additional \$1,500.
- The 1,449th gift of the day – breaking last year's record – will earn that receiving fund an additional \$1,000.
- One randomly selected first-time Giving Day donor will earn the fund they supported an additional \$1,000.
- Share a selfie video to @CSUSM on Instagram for a chance to win your fund \$1,000.
- Post on your social media account sharing why you gave using #HeartofaCougar to try to win your fund an additional \$500.

Review the full list of challenges and see our [latest challenge winners](#).

This Giving Day let's show how powerful love can be when you give with the #HeartofaCougar.

[Give to the Cause You Love](#)

Share this email:



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San Marcos, CA | 92096 US

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Happy Giving Day, Cougars!

Starting right now, you can double your impact while supporting the cause closest to your heart at Cal State San Marcos. Today only, see your gift go further with over \$100,000 in dollar-for-dollar matches and opportunity challenges on CSUSM Giving Day.

With more than 80 programs participating – from athletics, to undergraduate research, to need-based scholarships, to the student emergency fund – every donation of any size makes an immediate and direct impact on the program you love.

Today, let's show how powerful love can be when our community gives with the #HeartofaCougar.

[Give to the Cause You Love](#)

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[Subscribe](#) to our email list.



Sample of social media posts

California State University San Marcos added a temporary profile picture.

Dec 3, 2019 · 🌐

Show us you have the #HeartofACougar and give directly to the fund closest to your heart. One day only your impact is doubled with our dollar for dollar match and over \$17,000 in challenges. Find your fund: <https://secure.qgiv.com/event/csusmgivingday2019/classifications/>



California State University San Marcos

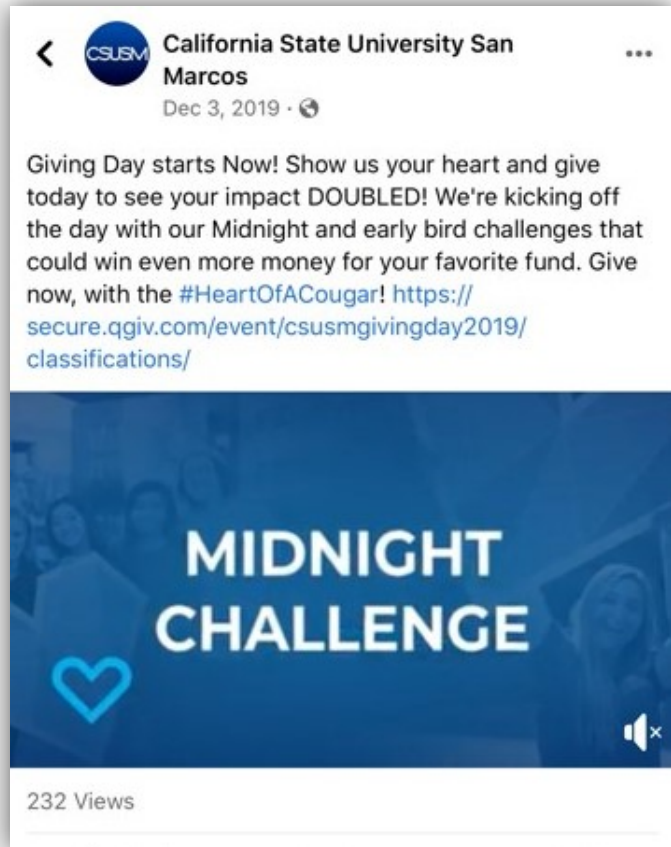
Dec 3, 2019 · 🌐

We've got winners! Leigh Quijada donated in the first hour of giving day and was randomly selected, giving her fund, ACE Scholar Services, an extra \$500. Men's Soccer Scholarship, won an extra \$1,500 for having the most gifts between 12 and 6 am. See our other challenges: <http://bit.ly/2PeijB4>





Sample of social media posts





Sample of social media posts

