

# “Get in the Game!” Challenge

## **Brief description of the "Get in the Game" campaign effort:**

At RIT, we love our sports teams which is why we created the "Get in the Game" campaign. This campaign was a five-day spring athletics challenge, including every RIT athletic team to fundraise for expenses such as the team locker room, travel expenses, and more.

## **A description of the "Get in the Game" campaign outcome:**

Total donations raised: \$12, 262

Average gift amount: \$78.00

Number of gifts: 157

ROI: 311%

## **Description of what makes the "Get in the Game" crowdfunding campaign unique or innovative:**

In preparation for the athletic season, RIT's University Advancement team created The RIT's Spring Athletics Challenge to raise funds for our outstanding athletic teams and their upcoming needs. This campaign was created to stir up a little friendly competition that gave every athletic team at RIT and their student-athletes five days to raise funds for their favorite sport. The men's and women's teams who raised the most dollars divided by students participating received a \$2,000 prize thanks to a generous donor. All gifts donated to the teams would fund expenses such as team room, locker room, and facility enhancements, equipment, athletics travel expenses, athletic training services, and costs related to COVID-19.

What made this effort unique is the creative and collaborated approach used to engage RIT community members with something that we all love, RIT sports! This successful collaboration also took place while working remotely during the pandemic, between all RIT athletic teams, the annual giving team, and the University Advancement marketing and communications team to raise an outstanding amount of almost \$13,000 in only five days. This includes an [innovative website](#) that provided an easy way for donors to give online. This campaign was a true testament to how RIT's alumni, staff, faculty, and students leverage the power of technology, the arts, and design for the greater good.

Created marketing collateral is included below. Please advise if you need additional information.

[View this on the web](#)

**RIT** | Rochester Institute of Technology



**RIT's Spring Athletics Challenge** launches **March 15**, and you can help **RIT Men's Hockey** win BIG! Every athletic team at RIT and their student-athletes are crowdfunding for **five days** to raise funds for their favorite sport.

The men's and women's teams who raise the most will each receive a **\$2,000 prize** thanks to a generous donor. All gifts made to the teams, throughout this week-long campaign, will support their activities. **Let's see which team has the biggest cheering section.**

**Make your gift**

**RIT** | Rochester Institute  
of Technology

University Advancement  
116 Lomb Memorial Drive, Rochester, New York 14623  
[\*\*givetorit@rit.edu\*\*](mailto:givetorit@rit.edu)



To Unsubscribe, [Click Here.](#)