

8TH
DAY OF
CARING

ONE SOUTHERN

SCSU DAY OF CARING 4.4.23

SOUTHERN'S DAY OF CARING online fundraising event will unite the Southern community as ONE and enhance programmatic and scholarship funding for students while bringing awareness to Southern's social justice mission. With the support of dedicated alumni, friends, parents and campus partners, Day of Caring empowers the future of Southern and its students.

There are two types of challenge gift opportunities for donors to leverage their own giving to encourage others to join them in making a meaningful contribution: a **Campaign Challenge** and a **Bonus Challenge**.

CAMPAIGN CHALLENGE

A Campaign Challenge gift will unlock only if a certain threshold is reached during the campaign. The challenge is set up in such a way that a donor will give **\$X** if **Y number of donors give** OR the donor will give **\$X** if **\$Y is donated**.

For example, "Charlie Cromer will give \$10,000 if 300 donors give" OR "Denise Duffy will give \$10,000 if \$100,000 is donated" (please see the "Challenges" screenshots below).

Campaign Challenges are all-or-nothing in that the dollars are not released unless the threshold specified in the terms of the Challenge is met. The donor will be counted in the overall total and the associated leaderboards, but they will have \$0 associated with them, once the threshold is met and the Campaign Challenge is unlocked, it will display automatically in the overall donation amount and any associated leaderboards.

In this scenario, Charlie Cromer pledged his planned \$10,000 to encourage the participation of 300 donors, regardless of their gift size to the campaign.

Denise Duffy's pledge of \$10,000 will incentive donors to give a higher dollar amount to help reach her goal of \$100,000.

Challenge gifts can be designed to specific funds upon the donor's request.

BONUS CHALLENGE

A Bonus Challenge is additional "prize money" for funds that win a leaderboard position during the campaign. Bonus Challenges urge advocates and donors to gamify support for funds they are passionate about. A list of available Day of Caring Bonus Challenge sponsorship opportunities is listed on the next page.



BONUS CHALLENGE SPONSORSHIP OPPORTUNITIES

STUDENT CHALLENGE — \$2,000

Fund that brings in the most student donors will receive bonus money at end of campaign.

ALUMNI CHALLENGE — \$2,000

Fund that brings in the most alumni donors will receive bonus money at end of campaign.

FACULTY/STAFF CHALLENGE — \$2,000

Fund that brings in the most faculty/staff donors will receive bonus money at end of campaign.

COLLEGE CHALLENGE — \$2,000

College that brings in the most donors by the end of campaign will receive bonus money. (*Qualifying colleges include College of Arts & Sciences, School of Business, College of Education, College of Health & Human Services.*)

ADVOCACY CHALLENGE — \$1,000

Advocate that brings in the most donors to their selected fund via GiveCampus platform by the end of the campaign will receive bonus money.

SOCIAL MEDIA CHALLENGE — \$1,500

On April 4th, the six most creative posts with #SCSUDayofCaring and their fund of choice listed in their post will receive \$250 to their desired fund at the end of the campaign.



POWER HOURS

The fund that brings in the most DONORS during set hours will receive corresponding bonus money.

12 A.M. – 1 A.M. \$1,000

6 A.M. – 7 A.M. \$1,000

9 A.M. – 10 A.M. \$1,000

11 A.M. – NOON \$2,000

1 P.M. – 2 P.M. \$1,000

3 P.M. – 4 P.M. \$1,000

7 P.M. – 8 P.M. \$1,000

9 P.M. – 10 P.M. \$1,000

11 P.M. – 12 A.M. \$1,000



TO MAKE A
CHALLENGE GIFT TO
SOUTHERN'S 2023 DAY
OF CARING CAMPAIGN

Please contact Kaitlin Ingerick, Director of Annual Giving, at ingerickk1@SouthernCT.edu or (203) 392-6514.



Southern Connecticut State University