

#MaryWashDay

Tuesday, April 4, 2023

When: Tuesday, April 4, 2023

Where: givingday.umw.edu

What: #TogetherUMW

Why: For the Mary Wash community to show their pride and support of UMW and our students

Goals

- Beat last year (2,598 gifts)
- Reach 400 first-time donors in just 24 hours!

Why hold a Giving Day?

#MaryWashDay helps inspire support from thousands of alumni, family members, friends, faculty, staff, and students every year while highlighting Mary Washington pride and showcasing the impact made on our students, faculty, and programs.

It helps the University identify new donors, enables donors to increase their gift, and promotes donor retention through different challenges and matches sponsored throughout the day.

Mary Wash Giving Day is a University-wide initiative made possible by the entire Mary Washington community. From the participation of campus departments and loyal donors who sponsor challenges and matches to the social-sharing efforts from boards, councils, and volunteers through the ambassador program, we're all #TogetherUMW!

CONTACT THE OFFICE OF ANNUAL GIVING IF YOU HAVE ANY QUESTIONS!
UMWGIFT@UMW.EDU
540-654-1361



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Challenges and Matches

What is a Challenge?

A challenge is when a particular goal is met, such as a certain number of gifts to an area or a number of gifts from a certain group of individuals, (young alumni, students, parents, grad year, etc.) a donor will "unlock" a specified amount.

What is a Match?

A match is when each donor's gift that meets the match criteria is "matched" or doubled by the donor up to a specified amount.



Why have them?

- Challenges and Matches increase the impact of a donor's gift, exciting more donors to participate. **Studies show that donors are 27-30% more likely to complete their gift when they are presented with a match or challenge.**
- They can be used to help increase a current donor's support by asking them to be a sponsor, and they help steward that relationship.
- They can help you reach your goals. Are you trying to raise \$5,000 to buy a certain item? A \$2,500 match will help get you there!

How to:

1. Determine your goal. Are you trying to reach a certain dollar amount or increase your donor count?
2. Identify a donor and ask. Reach out to Advancement for help if you need it. That's why we're here!
3. Inform us. Have your sponsor fill out and return a special pledge form.

Regulations:

- One challenge or match per group
- Minimum of \$1,000

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Ambassadors

What is an ambassador?

Ambassadors are your area's greatest cheerleaders. They understand and appreciate the impact your area has, and they are passionate about your work.

The Best Ambassadors

Are personally connected to your area, so think alumni who have benefited from your department/program and past supporters. Bonus points if they have social currency (wide networks or large following).

What do they do?

Ambassadors shout from the rooftops why their peers should support you on Tuesday, April 4. They spread the word of Giving Day, sponsored challenges and matches, and your impact on social media, by text, phone, or email.

They post on social media during the week leading up to Giving Day and frequently on #MaryWashDay.

They ask their friends, families, peers, and social circle to join them in giving back during the 24-hour event.

Ambassadors receive:

- Access to the Ambassador Dashboard that features the Ambassador toolkit and media resources
- Special updates throughout the day
- A custom and personalized giving link that can point to the giving area of their choice to track your impact

An ambassador leaderboard on the Giving Day site will show the top ambassadors throughout the day. Top ambassadors will receive a special gift from us!

Last year, Giving Day Ambassadors helped raise almost \$32,000 from over 270 gifts.

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