USA Giving Day #WeAreSouthProud

Julie Jackson

March 13, 2018

UNIVERSITY OF
SOUTH ALABAMA

What?

Giving Day 2018

24-hour fundraising challenge

Goal: to rally students, alumni, faculty, staff and community members to support the University with financial support.

Giving Day includes USA's main campus, the Baldwin County campus and USA Health.

When?

Thursday, March 22

24 hours
8 a.m. – 8 p.m. primary push

Why?

- Create a sense of urgency around fundraising
- Increase visibility and exposure of South's priorities
- Acquire new donors
- Re-engage past donors in a new and exciting way
- Participation is key

Where?

Giving Priorities

- Student Access and Success
- Excellence in Health Care
- USA Athletics
- MacQueen Alumni Center

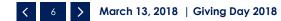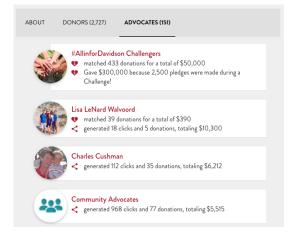**SouthAlabama.edu/GiveDay**

How can you help?

March 13, 2018 | Giving Day 2018

Sign up and become an 'advocate' to track your impact

Why:
When you share the campaign on Facebook, Twitter, or email, you will know exactly how many clicks, gifts and dollars your sharing is generating.

How:
Log onto www.givecampus.com and click 'sign up.'
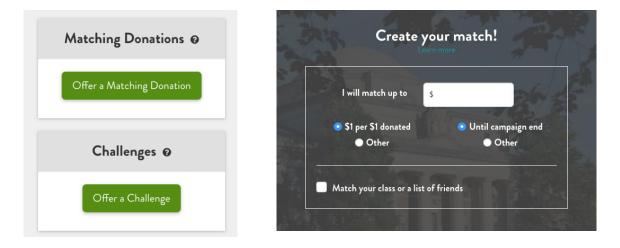You can either use your Facebook account or email

Offer a Matching Gift or Challenge

Motivate others to give by creating your very own matching donation or challenge.

How? On the campaign page, click "Offer a Matching Gift" or "Offer a Challenge" on the sidebar below the video.

Create a 'personal plea' video

Dr. LaToya Clark, Medical Alumni Assoc.

Upload a video and use your own words to explain why this campaign is important to you.

How: 3 Easy Steps

Record a short video
Tell your friends why you're supporting this campaign and why they should, too.

Upload your video
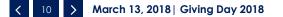After you upload the video, you'll receive a link to share.

Share
Share the link with your friends and inspire them to make a gift.

Share!

Alumni Association Rebranding

Questions?
Julie Jackson
juliejackson@southalabama.edu
461-1341