Volunteer Opportunities: Giving Day

Stephanie Quinn | Director of Annual Giving
What is #BUGivingDay?
• Spring fundraising “event”
• Features donor challenges
• Opportunity for every BU cause to get involved
• Relies heavily on social media, word-of-mouth, and online marketing
Celebrating 5 Years at BU!

3,000 Donors in 2014
10,000 Donors in 2018

$1.1M Raised in 2014
$3.0M Raised in 2018
Opportunities to Get Involved

• Spread the word
• Sponsor a challenge
• Make a gift on Giving Day!
Getting Involved: Spread the Word
Giving Day 2018 – Marketing & Communications

• Brand Continuity
  • Celebratory, impact-based, unit-specific
  • “Your Impact is Everywhere”
  • “Where Has BU Taken You?”

• Multi-Channel Mix
  • Email
  • Direct Mail
  • On-Campus
  • Schools and Colleges
  • Social Media
  • Phone Calling
  • Video
WHERE HAS BU TAKEN YOU?

Snap and share a photo of Rhett, using #BUGivingDay and tagging the area at BU that matters most to you. One lucky sharer will earn $500 in bonus funds for their BU cause on April 4!
Giving Day 2018 - Direct Mail
Year-Round Impact: Like, Comment, and Share!
Getting Involved: Sponsor a Challenge
Giving Day 2018 Highlights:
Challenge Structure

- 64 challenges
- Athletics, Club Sports, CAS leaderboard competitions
- Every school and college represented
- Special-interest areas, too
Campaign Pages for Every Cause

Support Core Curriculum on BU Giving Day

Your gift to BU Core Curriculum makes a huge difference. From in-depth research to social understanding, donations help the department—and our greater community—thrive.

For 24 hours on BU Giving Day, every gift has an even bigger impact. Thanks to Liz Jones-Dilworth, CAS’02 a gift made to Core will be matched dollar-for-dollar all day long (up to $5,000)! Your gift on April 11 helps earn even more bonus funds for Core and CAS.

Take part in the BU donor network—and celebrate the cause that matters to you—by making your gift on #BUGivingDay!
## Giving Day 2018 Highlights: Most Improved Challenges

### CAS Departmental Most Improved Leaderboard

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Gifts</th>
<th>Percent of 2017 Donors</th>
<th>Prize</th>
</tr>
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<tbody>
<tr>
<td>Classics Department</td>
<td>147</td>
<td>1600.00%</td>
<td>$10,000</td>
</tr>
<tr>
<td>American and New England Studies Gifts Fund</td>
<td>56</td>
<td>933.33%</td>
<td>$5,000</td>
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<td>Political Science Department</td>
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<td>African-American Studies</td>
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<td>Core Curriculum</td>
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<td>Linguistics Department</td>
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<td>Computer Science Department</td>
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<tr>
<td>Judaic Studies Center Fund</td>
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<td>140.00%</td>
<td></td>
</tr>
</tbody>
</table>
Greetings from the Classical Studies Department of Boston University!

We invite you to join us in celebrating the achievements of our undergraduates, graduate students, and faculty on Boston University’s Annual Giving Day, April 11, 2018. Visit: bu.edu/givingday

Help us towards our goal! We hope to create additional scholarships for our undergraduates to study in Greece and Rome. Immersive learning experiences that offer unique closeness to the classical tradition.

This year, the College of Arts & Sciences will award a $10,000 prize to the department with the greatest percent increase in the number of donors over the previous year. We are well-positioned to win and each show of support will count mightily.

We want to share with you here some of the highlights of this semester’s events, activities, and news throughout the day, with more at bu.edu/classics and our Facebook page.

Thank you for all that you do to witness the value of a classical education in your lives, and especially to further the classical tradition at BU!

that $10,000 could:
- sponsor undergrads to go to Greece—
  the best experience of my life
- fund graduate students over the
  summer—we scrimp and wheel and deal
  to make sure they have support to do
  their research
- support our high-quality academic
  conferences

#BUGivingDay
8:34 PM - 9 Apr 2018
2 Retweets

Please consider donating just a small amount to this fund, which could result in our tiny department winning $10k in scholarships for life-changing opportunities! (Cc @Libertinopatron - a great and easy way to win opps for classics students in Boston!)

Boston University Classics @BUClassics
April 11th Action Alert: #BUGivingDay is Wednesday, April 11! Your $1 gift could help us win $10,000 for scholarships for Greece and so much more! ONLY donations on Wednesday count so set an alarm and check back with us here!

10:13 AM - 11 Apr 2018
5 Retweets
2 Likes

Together you have raised nearly $3,500, and we are poised to win additional $13,000! And to end the night, a shoutout to David ‘18, our steadfast office assistant without whom this #BUGivingDay campaign would not have been possible!
givingday.bu.edu/campaigns/clas...
Year-Round Impact: Support Your Cause

SEE YOUR IMPACT IN ACTION

Through stories of the people and programs that benefit from your generosity, discover how gifts to that makes the whole world a classroom, a program that empowers a community, or a campus experience generosity provides the necessary funding to make it possible.

- Give to the BU cause that matters to you
- Every gift contributes to national rankings
- Earn benefits from BU giving society membership

Innovate@BU - Changing the way the BU Community looks at Innovation.

Undergraduate Research at...

A state-of-the-art media lab is helping COM students stay current on the latest trends.

The Zimmerman Family M...
Opportunities to Get Involved

- Spread the word
- Sponsor a challenge
- Make your gift!