On Wednesday, June 17th, the entire Rutgers community is coming together to help better the world. Students, schools, and programs need your support now more than ever.
Rutgers Giving Day History – 5th Year

• 5th year; first Rutgers Giving Day was in FY2016
• FY2016 – FY2019: 52% Donor count increase
• More than $6M has been raised on behalf of the last four Rutgers Giving Days.
Rutgers Giving Day 2020 –
What’s New and What’s the Same?

What’s New?
• Think Bigger phrasing omitted: instead “Help Rutgers help the world.”
• No donor goal nor unlocking of money if hit goal; home page will be tracking donors and dollars in real time.

What’s the Same?
• Support areas across Rutgers that matter most
• Hourly and daylong giving challenges
• Leaderboard challenges (plus new student org/club sport leaderboard)
• $1:$1 match opportunities for select funds
Ambassador Role is Essential for Success

Peer to peer outreach is key (social, text, email):
  • Expands audience and resources
  • Builds trust
  • Ensures personal buy-in
Spread the Word

June 3-16: Save-the-Date and Video Sharing Challenge

- **Share the video at** givingday.Rutgers.edu **and be one of five lucky winners to award you favorite area $500. Be sure to use the #RUGivingDay and make sure you post is public. If using Facebook, tag the RUAA.**

June 17th - Rutgers Giving Day: givingday.Rutgers.edu

- Midnight Launch: 12 a.m. – 11:59 p.m.
- Share your unique link to inspire support and help your favorite Rutgers areas win award money.
Scroll down page to see fund tiles or search key:
Fund’s Campaign Page:

- Inspirational phrasing and pictures
- Give Now button (above donor count)
  - Fund is prepopulated
- Donor Count and Donor Wall
- Match – thermometer tracking (optional)
- Sharing Features (FB, Twitter, text and email)
- Page link at top of page
- NOTE: Ambassadors will receive personalized unique link that will track donors (ambassador challenge).
Ambassadors

Example of unique link that ambassadors will receive to track donors:

• Specific fund: https://givingday.rutgers.edu/campaigns/school-of-engineering-academic-excellence
• General home page to inspire support to any area: https://givingday.rutgers.edu/pages/home-42

➢ Bitly.com – option to create a shorter link: http://bit.ly/2OmYNTM
Five (5) Successful Strategies to Inspire Support

#1 - Make a gift and invite others to join you!
- “Rutgers Giving Day is live! Join me today by supporting [School of Business-Camden] here [ambassador link]. #RUGivingDay”
- “Rutgers Giving Day is live! Join me by supporting an area that matters most to you here [ambassador link]. #RUGivingDay”

#2 – Share impact!
- “Rutgers Giving Day is live! Ensure students have access to higher education by joining me in supporting [School of Arts and Sciences Scholarship] today! [ambassador link] #RUGiving Day”
#3- Does the fund you are pushing have a match?

#4 – Leverage the hourly or daylong giving challenges: ($25K in award money)

- **Lunchtime Crunchtime Challenge:** “Rutgers Giving Day is not only live but the fund with the most donors between 11 a.m. and 2 p.m. will win $2,000. Help the [School of Criminal Justice] win by making a gift @ [http://bit.ly/2XKegiJ #RUGivingDay](http://bit.ly/2XKegiJ #RUGivingDay)

- **Random Giving Challenge:** “Help make an impact! Anyone giving to Rutgers Future Scholars from now until 8 pm could be one of two winners, helping to award it an extra $1K. [https://givingday.rutgers.edu/campaigns/rutgers-future-scholars-1](https://givingday.rutgers.edu/campaigns/rutgers-future-scholars-1)

- **Help your favorite areas win award money** by reviewing the hourly or daylong giving and social media challenges via the challenges tab at [givingday.rutgers.edu](http://givingday.rutgers.edu).
Five (5) Successful Strategies to Inspire support . . . continued

#5- Highlight Leaderboard placement (leaderboard tab): $70K up for grabs (more money and winners this year)!

- Most Improved Funds – Top 5
- Newcomers Funds – Top 5
- BIG Ten Sports Teams – Top 4
- Student Orgs/Club Sports (first year!) – Top 3

- “The [Rutgers Global Health Institute] is currently in second place on the Most Improved leaderboard. Help us get to 1\textsuperscript{st} place with your gift! http://bit.ly/2qPoPGp . #RUGivingDay”
Competitive?
Ambassador Challenge

• Ambassador links track donors
• Ambassador Challenges – Top 3 -$1K, $750, $500 to award favorite area
  • TOP THREE Groups acquiring most donors from unique link
  • TOP THREE Individual Performers acquiring most donors from unique link
Other reminders

• Always use #RUGivingDay on social media and make sure your post is public.
• RU Twitter is the hub for all Rutgers Giving Day messaging.
• RUAA and RUF social channels (Instagram, Facebook, and Twitter) will be active.
• Be sure to also follow school/areas social channels.
• *Follow, like, share, and comment to help spread the word!*
Ambassador Next Steps

• Encourage your fellow ambassadors to attend any remaining webinar trainings.
• Create a lead ambassador to cheer on your team throughout the day – it’s important to lead, motivate and inspire!
• Create a strategy/set goals for your ambassadors, specific to your fund.

FYI:
• Ambassador unique links shared via email the week in the week leading up to giving day
• Be ready to inspire on June 17th!
• The RGD team will be sharing progress updates to ambassador groups throughout the day.
Q & A

Ambassador Contact:

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Rutgers Giving Day (general Q’s)

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