USA Giving Day
#WeAreSouthProud

Julie Jackson

March 13, 2018
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?
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

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.
Alumni Association Rebranding

South Alabama
NATIONAL ALUMNI ASSOCIATION

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Questions?
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