U Giving Day Overview

2022 Results

$1,504,363 RAISED
Increase of 17% from previous year

5,503 DONORS
Increase of 4% from previous year

857 FIRST TIME DONORS
In U Giving 2022

355 CHAMPIONS
Collectively raised $29,000

650 STUDENTS
Participated in the Philanthropy Fair

1,376 REPEAT DONORS
From U Giving Day 2021
U Giving Day Overview

48,271 UNIQUE WEBSITE VISITORS

GIVING DAY TRAFFIC
U Giving Day 2022 saw over 108,000 pageviews with new visitors unique pageviews 28,353.

AVERAGE SESSION TIME
4.32 minutes
U Giving Day Overview

WHERE OUR AUDIENCE IS

Top Audience Interests
- Food and Dining Enthusiasts
- Media, Entertainment, and Movie Lovers
- Travel and Travel Buffs
- Family and Home/Garden
- Outdoor Adventures
- Beauty and Wellness
- Utah Utes

Visitor Demographics
- Male: 44%
- Female: 56%
U Giving Day Overview

SOCIAL REACH

- The University of Utah has a reach of over 100K individuals including current students, parents, alumni, faculty, staff, and friends of the U on Facebook, Instagram, and Twitter.
- More than 800 posts featured #UGivingDay from personal and university accounts.

EMAIL REACH

- 7 broad-based emails to a general audience of over 230k individuals
- An average open rate of over 26%.
- Unsubscribe rate less than 0.5%.
- Current undergraduate parent email audience of 30,000, open rate of over 55%.
- Over 2.5 million emails sent for campaign

INSTAGRAM & FACEBOOK AD REACH FOR GIVING DAY
380K Impressions
#UGIVING DAY ON TWITTER
720K Impressions

SOCIAL AMBASSADORS
355 Ambassadors
Over $29k peer raised
U Giving Day 2023

March 28 & 29, 2023
Duration: 1,850 minutes
5th U Giving Day

Join us for U Giving Day, March 28 and 29, 2023! Alumni, parents, friends, students, faculty, and staff will unite for 1,850 minutes in honor of the U’s founding year to celebrate, engage, and make an investment in the university.

U Giving Day is an opportunity to make a difference for students, health care, the arts, athletics, and the greater University of Utah and University of Utah Health community.

What do you love? Chances are we working on it. Let’s work on it together. Love, U
Theme
GIVING DAY
MARCH 28–29, 2023

Love, U Veterans
Let’s make the difference together.

U Giving Day
March 30 - 31, 2023

U Giving Day is the last few hours of U Giving Day are here! As a member of the Student Philanthropy & Engagement Center, I can't believe that U Giving Day has grown to include 100+ area projects, something for everyone’s passion.

U Giving Day events today and I wanted to share a project entitled to my and many other students' journeys at the U. Imagine U General Scholarships are vital for access, retention, and completion of students’ educations.

This is why PeopleCo has generously decided to invest in students this U Giving Day. When you make a gift to Imagine U General Scholarships, PeopleCo will match your gift dollar-for-dollar up to $2,000.

Thank you for your commitment to the University of Utah.
And go, Utes!
Toolkit & Assets

Love, U Kit
A collection of resources to make sharing the love easy.

Brandung Guidelines
Start here to create your own Love, U campaign. Branding assets, fonts, and sample language.

The Well
Our library of content heroes, produced in style for the campaign. Raw video, photo galleries, and transcripts that you can use to create your own campaigns.

Browse the library. Or request a new hero to be added.
Social Media

Follow
@UofUGiving
@UtahAlumni
@UofUSAB

Hashtags
#UGivingDay
#LoveU2023
#UPhilFair

Link
Givingday.utah.edu
Campaign pages
Philanthropy & Engagement Fair

• **Day One:**
  • Campus Areas Tables
  • Philanthropy Trivia
  • Giving Stations
    • Student Class Cords – any student graduating that gives $23 will receive a philanthropy cord
    • Any students who give will receive an exclusive Student Philanthropist Pin
  • Stewardship and thank you notes
  • Incorporating a faculty/staff component
Philanthropy & Engagement Fair

- Day Two:
  - Day of Service Projects
  - Student Alumni Board Driven

- Contact: Brandi Lavoie
  - Brandi.lavoie@utah.edu
Student Giving Board

- Board of Student Volunteers that meet monthly to discuss & assist with giving projects
- Help plan Philanthropy Fair activities
- Student Giving Day Committees
- Liaison with other student boards about giving
- Student stories and social media content
Student Giving Board

To collaborate or contact:

• Anna Edelman
  • Anna.Edelman@admin.utah.edu

• Brandi Lavoie
  • Brandi.Lavoie@utah.edu
Ambassadors & Champions

Those who raise their hand on U Giving Day to post on their personal social networks, send emails, and ask others to join them.

• Board members (current & former)
• Volunteers
• Student scholarship recipients
• Donors
• Faculty & staff members
• Previous Giving Day donors
Ambassadors & Champions

Kyi Myers
February 21

I got my associate's degree in 2009, my bachelor's degree in 2012, my master's degree in 2014, and my PhD in 2016. During that education-intensive decade, I relied on contraception to prevent pregnancy until I was ready to become a parent.

I remember being 3-months pregnant when I defended my dissertation proposal. And I remember holding my two-year-old Zoeyr outside of Kingsbury Hall after walking across the stage to accept my doctoral degree.

Contraception was/is such a valuable tool for me, and now I bear the incredible honor of being the Faculty Advisor for the Campus Contraceptive Initiative and leading the effort to establish a Contraceptive Care Clinic for University of Utah students and their partners.

The clinic will launch in August and students will be able to get whatever contraceptive method they want without cost barriers. I want to help students simultaneously accomplish their educational goals and their family planning goals. I want to eliminate having to make a choice between paying for textbooks or paying for contraception.

We're trying to raise $20,000 for the clinic. I personally want to fundraize $1,000. I've donated the first $25.18 - in honor of the year that I completed my [insert] education.

Will you please donate an amount that is special to you and help students access the contraceptive services they want but can't afford?

CLICK HERE TO SUPPORT THE CAMPUS CONTRACEPTIVE INITIATIVE!

https://app.communityfunded.com/n803Cf5g2

TheBron @EndivesArchives · Feb 25, 2020

It's #UGivingDay and I decided to donate to the @MarriottLibrary Student Scholarship Fund in honor of my mom, a lifelong reader, teacher, and library volunteer who inspired me to pursue librarianship. She passed away last fall. Miss you, Mom!
## Champions Leaderboard

<table>
<thead>
<tr>
<th>Champions Ranking:</th>
<th>Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taylor Ekstrom</td>
<td>Spirit Squad</td>
</tr>
<tr>
<td>Erin Norris</td>
<td>Women's Resource Ce...</td>
</tr>
<tr>
<td>Kacy Faulconer</td>
<td>Build Computer Labs f...</td>
</tr>
<tr>
<td>Kirstin Maanum</td>
<td>U Giving Day 2022</td>
</tr>
<tr>
<td>Sumiaya Mohammad</td>
<td>Women's Resource Ce...</td>
</tr>
</tbody>
</table>
Resources

**Assets**
- Box Folder
- Examples
- Tool Kit
- The Well
- Sponsorship Deck
- Round Tables
- Open Office Hours

**Contacts**
- Rachel Robertson
  - Matches/Challenges, Gift Acceptance
- Kelsey Rodgers
  - Campus area contact
- Zach Janis
  - Social lead
- Brandi Lavoie
  - Philanthropy Fair & Student Giving contact
More Resources

• 2022 Giving Day Pages:

• Giving Day Email Listserv
  • Contact Kelsey Rodgers to be added

• Champion Ambassador Tutorial Set Up Video
  • https://www.youtube.com/watch?v=xDxxwyzHudU
To collaborate and contact:

- Rachel Robertson
  - Rachel.robertson@utah.edu

- Brandi Lavoie
  - Brandi.Lavoie@utah.edu

- Kelsey Rodgers
  - Kelsey.Rodgers@utah.edu