**UW Giving Day 2023**

**Sample Text**

UW Giving Day, Oct. 25–26, noon to noon

Theme: Make My Day

Hashtags: #uwgivingday #makemyday

Website: [uwyo.edu/givingday](http://www.uwyo.edu/givingday)

Social Media Toolkit: <https://www.uwyo.edu/foundation/giving-day/social-media.html>

FAQs for donors: <https://www.uwyo.edu/foundation/giving-day/faqs.html>

**Incorporate into your messages:**

* Feelin’ groovy?
* Happy daze!
* Can you dig it?
* Good vibes!
* Make my day!
* Do something that matters.

**SAMPLE TEXT**

Celebrate UW Giving Day

October 25-26, 2023, noon to noon

Make My Day!

Do something that matters. Every year, thousands of passionate University of Wyoming supporters come together for 24 hours to change the lives of students, to support remarkable educators and researchers, and to give back to the programs that make a difference to Wyoming and the world. Make my day! Coming October 25-26, 2023, UW Giving Day, at www.uwyo.edu/givingday. #uwgivingday #makemyday

Make my day! UW Giving Day is Oct. 25-26, noon to noon. Those who wish to participate in this annual tradition can go to the UW Giving Day website ([uwyo.edu/givingday](http://www.uwyo.edu/givingday)) to give online. Donors can support the UW college, unit, or program of their choice, and all gifts during this time are counted towards the Giving Day total.

Make my day! Mark your calendars. UW Giving Day is Oct. 25-26, noon to noon. #uwgivingday #makemyday uwyo.edu/givingday

You can make a difference in the lives of University of Wyoming students. Give them your support on UW Giving Day.

Whether it’s a dollar or a hundred dollars, every gift to UW will make an immediate impact. You can direct your gift to any of the university's colleges, units, or departments. Annual gifts help to ensure a bright future for all of the students, faculty, and staff of the University of Wyoming. Visit [uwyo.edu/givingday](http://www.uwyo.edu/givingday) to find out more.

Give online at [uwyo.edu/givingday](http://www.uwyo.edu/givingday). Show your support and spread the word about UW Giving Day through social media using the hashtags #uwgivingday and #makemyday.

Do something that matters. Any amount makes a difference, and it all adds up to a better Wyoming.

We hope you will think of supporting UW this giving day. Whether it’s one dollar or a hundred dollars, every gift makes a difference. The State of Wyoming provides a solid base of funding, but it’s donors like you who elevate Wyoming’s university to new heights of excellence!

Do something that matters. Your support impacts university colleges through undergraduate scholarships, graduate fellowships, internships and career preparation, professorships, research, excellence funds, facilities and technology, operating funds, outreach and extension, or the department or affiliated program of your choice. Consider giving on Oct. 25 or 26, noon to noon—any amount makes a difference, and it all adds up to a better University of Wyoming.  Make my day!

If you have already given this year, thank you for your gift! We encourage you to make another gift on UW Giving Day, no matter the size, as only gifts made during this time period count toward the Giving Day total! Your additional gift will inspire others to give as well!

Do something that matters. Wyoming’s future needs you now more than ever. The University of Wyoming and its students are rising to meet the challenges of today and tomorrow, and that’s why your support on UW Giving Day means so much. Even a small amount goes a long way.

Your UW education helped you to succeed in life. It prepared you to push through the bad times and to soar during the good times. Consider passing that good fortune along to those who are endeavoring to pursue their education today during UW Giving Day.

A journey of a thousand miles begins with a single step—you can help Wyoming’s students take that step during UW Giving Day.

UW Giving Day, October 25-26, 2023, Noon to Noon

Make my day! The Cowboy Spirit means unbendable optimism, relentless curiosity, and unyielding courage. That’s what you support when you give to the University of Wyoming. Whether it’s one dollar or a hundred dollars, every gift means more. You can give to any area you are passionate about. The world needs more cowboys—pass it on! #uwgivingday #makemyday

uwyo.edu/givingday

**WHAT IS GIVING DAY?**

**Shorter Version**

UW Giving Day is an annual UW tradition spearheaded by the UW Foundation that raises millions of dollars in a single day for students and programs across campus. This year, we’re looking forward to upping our game and inspiring enthusiastic donors and friends to support the university they love.

UW Giving Day will take place October 25-26, noon to noon. Matches and challenges will be available to double the impact of your gift or unlock challenge funds. Don’t forget to stop by uwyo.edu/givingday and support those areas you care about.

UW Giving Day is an amazing force for good for the University of Wyoming and its students and alums. Thank you for making it possible!

#uwgivingday #makemyday

**Longer Version**

Do something that matters. Give during UW Giving Day.

UW Giving Day is UW’s annual day of giving spearheaded by the UW Foundation that takes place online and across campus.

UW Giving Day will take place Wednesday through Thursday, Oct. 25-26, noon to noon, online and across campus. Donors can give at uwyo.edu/givingday and support the effort on social media with the hashtags #uwgivingday #makemyday.

Leading up to UW Giving Day, all UW programs have the opportunity to set up campaigns to raise money where it’s needed most—and so for every gift in support of a college, another could go to a small initiative or program run by students not targeted by traditional fundraising. Donors can also support any other area they choose. Gifts of any size make a big difference.

There are also matching and challenge funds, which allow donors to increase the impact of their giving.

Matches are funds that allow donors to double the impact of their gifts. For example, $100 given to a program that is eligible for a match is doubled with an additional $100, meaning that $200 goes to support that program.

Challenges are similar but are generally based on the number of donors or amount raised. Once a threshold is reached, the fund is unlocked. For example, a challenge may be set up for a certain number of donors to a particular program, and if that is achieved it unlocks that fund.

In previous years, these matching and challenge funds have gone quickly, so donors are encouraged to plan ahead.

The University of Wyoming also accepts gifts of cryptocurrency (uwyo.edu/givecrypto) during UW Giving Day—the first university to do so. UW has been accepting crypto gifts since 2018.

As you are enjoying your beautiful fall activities, don’t forget to stop by uwyo.edu/givingday and support the areas you care about. UW Giving Day is an amazing force for good for the University of Wyoming, its students, and alums.

#uwgivingday #makemyday

**Save the Date or Media Advisory: UW Giving Day is Oct. 25-26, noon to noon.**

Subject: Make my day!

**WHAT:** UW Giving Day

**WHO:** The University of Wyoming and the UW Foundation

**WHEN:** Noon to noon, October 25-26, 2023

**WHERE:** Online at <http://www.uwyo.edu/givingday> and UW social media

**THEME:** Make My Day!

**HASHTAGS:** #uwgivingday #makemyday

Wednesday, Oct. 25, and Thursday, Oct. 26, noon to noon is UW Giving Day, an annual tradition of support for Wyoming’s university. Last year, 6,293 donors gave a whopping $4,107,408 in a single day. The event will take place online and across social media, and there are matching and challenge funds available for donors to increase the impact of their gifts. Do something that matters!

**SAMPLE EMAILS**

Dear Friends,

Do something that matters! I’m writing you to thank you for all your amazing support through the years and to let you know of an opportunity that’s coming up. I would like to invite you to join us for UW Giving Day.

Oct. 25-26, noon to noon, is UW Giving Day, an annual celebration of philanthropy at the University of Wyoming. The #UWGivingDay website ([uwyo.edu/givingday](http://www.uwyo.edu/givingday)) will go live at noon, Oct. 25, and go dark at noon, Oct. 26. All gifts between those times are counted towards the Giving Day total. The event will take place online and across social media, and there are matching and challenge funds available for donors to double their impact. You can also support these efforts by spreading the word with the hashtags #uwgivingday and #makemyday.

I would like to ask you to consider supporting our department on Oct. 25-26. Know that gifts of any size make an important impact, and we couldn’t do it without you! Don’t hesitate to email or call if you have questions.

Dear Friends,

Happy giving day! Can you believe it’s here? Just a note to remind you that tomorrow is the start of UW Giving Day and to ask you to consider supporting your department on that day!

As you know, UW Giving Day is an annual celebration of philanthropy—this year it’s noon to noon, Oct. 25-26, with the theme of Make My Day. Starting tomorrow, you can click over to [uwyo.edu/givingday](http://www.uwyo.edu/givingday) to make a difference!

From the bottom of our hearts, thank you!

Dear Friends,

Today’s the day! After the noon kickoff of UW Giving Day, please consider clicking over to [uwyo.edu/givingday](http://www.uwyo.edu/givingday) to support the department. No gift is too small, and your support makes a huge difference to departmental priorities and today’s students. You can also support these efforts by spreading the word with the hashtags #uwgivingday and #makemyday. Don’t hesitate to email or call if you have questions, or you can contact X, our gift officer, at X or (307) 766-X.

**HISTORY OF UW GIVING DAY**

UW Giving Day is an annual UW tradition spearheaded by the UW Foundation that went from raising a mere $11,000 to millions of dollars in a single day.

2015

It all began in 2015 with modest ambitions. That first year, the University of Wyoming Foundation wanted to lay the groundwork and see if it could be done. It raised $11,000 from less than 100 donors—funds that went to support all the colleges and numerous other programs. Most gifts were given online at uwyo.edu/giveonline. Our motto was “What a Difference a Day Makes!”

Starting in 2015 and continuing until 2018, UW Giving Day was held midnight to midnight in conjunction with Giving Tuesday, a worldwide celebration of giving that takes place the Tuesday after Thanksgiving, following Black Friday and Cyber Monday.

2016

The foundation for UW Giving Day was laid in 2015, and the 2016 UW Giving Day was more successful. One hundred and three donors from across the U.S. and the world gave $80,000 in gifts ranging from $1 to thousands of dollars. This was the year that the UW Foundation instituted a crowdfunding site, You Fund (uwyo.edu/youfund).

2017

In 2017, the total once again jumped by leaps and bounds. A total of $365,455 was raised from 216 donors, funds that supported all the colleges and many other programs. One of the great things about UW Giving Day is that any program across campus can set up a campaign—and so for every gift that the College of Business gets, another goes to Club Sports or the Wyoming Migration Initiative.

2018

In 2018, for the first time, UW Giving Day broke both $1 million and a thousand donors. It raised $1,119,348 in gifts and pledges from 1,031 donors. That total included $308,000 in gifts, as well as $804,000 in major gifts from seven generous donors. Many donors were able to take advantage of matching funds, including a President’s Impact Fund and a $50,000 matching fund created by personal gifts from the UW Foundation Board of Directors.

This was also the first year of friendly competition among campaigns to see who could rouse the most donors and who could raise the most funds. Winning the day were UW Club Sports with 151 donors and the College of Business with $463,636.

2019

The fifth annual UW Giving Day in 2019 set a record, raising $1.6 million from 1,110 donors from all fifty states and four other countries. The total included gifts that were doubled by over $200,000 in matching funds provided by the UW Foundation Board of Directors and colleges and units across campus, as well as more than $1.2 million in major gifts from four generous donors.

2020

The sixth annual UW Giving Day in the challenging year of 2020 also broke records. Thanks to the generosity of UW supporters, there were double the number of donors and double the number of annual gifts. UW Giving Day raised $840,602 in gifts and pledges from 2,409 donors in 48 states and six countries. More than $250,000 in matching and challenge funds were available—more than ever before. This included $50,000 from the UW Foundation Board of Directors.

2020 also brought other changes. Due in part to UW’s COVID-19 phase plan, UW Giving Day was moved from Giving Tuesday to mid-November and ran from noon to noon, rather than midnight to midnight.

2021

In 2021, for the seventh annual giving day, we upped our game, and UW’s inspiring enthusiastic donors and friends supported the university that they love more than ever before. It raised $2,421,333 from 3,629 donors across the U.S. and the world in 108 campaigns that benefit programs across campus.

Also in 2021, over $500,000 was available in matching and challenge funds, which allow donors to increase the impact of their giving. This included a UW Foundation Board matching fund, President Ed Seidel’s UW Faculty/Staff Giving Day Match, and a Giving Day Midnight Match, as well as a number of college- and unit-specific funds.

UW is the first public university to accept cryptocurrency on Giving Day, and UW Giving Day 2021 was no exception. UW raised $15,927 in 20 crypto gifts, which unlocked the Crypto UW Giving Day Challenge. This challenge was created by Caitlin Long, founder and CEO of Avanti Bank & Trust who led the charge for blockchain legislation in Wyoming, and Philip Treick, chief investment officer at the UW Foundation.

2022

In 2022, UW Giving Day took place October 19–20, noon to noon, in conjunction with Homecoming, with the theme of Make My Day. A total of 6,293 donors from all 50 states and 10 countries gave a total of $4,107,408—once again doubling last year’s totals and besting all previous records.

More than $700,000 in matches and challenges were available double the impact of gifts or unlock challenge funds, including 60 unit-specific matches and challenges. Matches included an overall match for all donors established by the UW Foundation Board of Directors, President Ed Seidel’s Faculty and Staff Match, and the UW Foundation Board Midnight Match. The first two funds went live at noon of the first day and were used up by donors in eight minutes. The Board Midnight Match went live at midnight and was claimed in three minutes.

The campaigns, not including those of individual colleges, with the most donors won the Overall Donor Challenge, with the top 10 receiving awards. The winner was the UW Rodeo Team. For the UW Alumni Association Challenge, if 1,200 alumni gave on UW Giving Day, a $10,000 challenge fund created by the UW Foundation Board was unlocked to benefit the Alumni Association. A total of 1,796 alumni stepped up for this challenge.

2023

In 2023, UW Giving Day will take place October 25-26, noon to noon, with the theme of Make My Day. Matches and challenges will be available double the impact of your gift or unlock challenge funds.

As you’re enjoying the beautiful fall, don’t forget to stop by uwyo.edu/givingday and support those areas you care about. UW Giving Day is an amazing force for good for the University of Wyoming and its students and alums. Thank you for making it possible!

#uwgivingday #makemyday

**Last Year’s Recap Press Release**

**UW Giving Day Breaks Records While Bringing People Together**

Published November 02, 2022

The power of community resulted in a history-making UW Giving Day, an annual philanthropic tradition of the University of Wyoming.

A total of 6,293 donors from all 50 states and 10 countries gave a total of $4,107,408 -- funds that will go directly to support students and programs across UW. Giving Day is spearheaded by the UW Foundation and took place Oct. 19-20, noon to noon, during Homecoming week. It was online, across social media and across campus.

“The response that we received from Giving Day this year was inspiring, and the momentum for this UW celebration of philanthropy continues to grow with each successive year,” says John Stark, UW Foundation president and CEO. “What a tremendous effort by our campus partners, our UW Foundation staff and all of the contributors who made this year’s event so successful. We are very grateful.”

This year’s theme was “The Big Give.” Students, faculty and staff stepped up to create more campaigns than ever, and donors stepped up in record numbers to support them. UW colleges, units, programs and student groups created 159 crowdfunding campaigns that inspired almost twice the number of donors than last year.

“This event is about connecting our donors with the area or unit on campus that they care most about,” says Clancee Rea, director of annual giving and the Donor Experience Program. “I am excited that we were able to improve our results each year. Watching this many Pokes and friends of UW come together to make an impact on the brown and gold community is inspiring.”

More than $700,000 was available in matching and challenge funds, including 60 unit-specific matches and challenges. Matches are funds that allow donors to double the impact of their gifts, and gifts up to $1,000 were matched until funds ran out. Challenges are similar but are generally based on the number of donors. Once a threshold is reached, the fund is unlocked.

Matches included an overall match for all donors that was established by the UW Foundation Board of Directors. They also included President Ed Seidel’s Faculty and Staff Match for faculty and staff. These funds went live at noon of the first day and were used up by donors in eight minutes. The UW Foundation Board Midnight Match went live at midnight and was claimed in three minutes.

“Our mission -- which we take very seriously -- is to support the University of Wyoming and our students,” says Mary Shafer-Malicki, chair of the UW Foundation Board of Directors. “It’s so gratifying to see so many people who believe just as much in Wyoming’s university and the future of our students. On behalf of the UW Foundation, the board and UW, thank you. Thank you for being an invaluable member of the team.”

The campaigns with the most donors won the Overall Donor Challenge, with the top 10 receiving awards. This challenge did not include the campaigns of individual colleges. This challenge was won by UW’s rodeo team, which received a $6,000 award for its donor count of 633, followed closely by the debate and forensics team with a $4,000 award for 607 donors.

The other campaigns that placed in the Overall Donor Challenge were Western Thunder Marching Band Hat Club (third place, 341 donors); the UW Athletics soccer team (fourth, 267); the Men’s Rugby Club (fifth, 261); the Cowboy Country Swing Club (sixth, 234); the Women’s Hockey Club (seventh, 231); Club Tennis (eighth, 137); the U.S. Senator Malcolm Wallop Excellence Fund in Civic Engagement (ninth, 133); and the Women’s Rugby Club (10th, 105).

There also was a UW Alumni Association Challenge. If 1,200 alumni gave on UW Giving Day, a $10,000 challenge fund created by the UW Foundation Board was unlocked to benefit the Alumni Association. This year, 1,796 alumni made contributions on Giving Day.

A number of first-time campaigns fared exceptionally well. These included, for the first time, UW Athletics teams. Also, student organizations stepped up, setting up campaigns, posting on social media, creating videos and contacting people interested in supporting them.

Standouts included a friendly competition between the women’s soccer and men’s wrestling teams: Soccer raised $24,546 from 267 donors, and wrestling raised $10,765 from 44 donors.

Club sports such as men’s rugby and women’s hockey also did exceptionally well, with 261 donors giving $45,388 to the Men’s Rugby Club and 233 donors giving $14,046 to the Women’s Hockey Club.

“We are very fortunate that club sports had another successful Giving Day, with four of our clubs placing in the top 10 donor challenge,” says Jay McKendall, assistant director of programs at Half Acre Recreation and Wellness Center. “To see the continued support our clubs are receiving from donors on Giving Day means a lot to our office, to the teams and to our students.”

Competitions also sparked donations on giving day.

The Battle of the Deans Leaderboard was a friendly competition between the College of Engineering and Physical Sciences and the College of Business. The College of Business received $290,875 from 317 donors, and the College of Engineering and Physical Sciences received $181,743 from 266 donors.

‘On the Colleges Leaderboard, the College of Arts and Sciences had the most donors by far -- 1,209 donors, who raised $201,041. Raising more dollars from fewer donors was the College of Business, with 317 donors giving $290,875.

Next in line in the number of donors on the Colleges Leaderboard was the College of Agriculture, Life Sciences and Natural Resources, whose 271 donors raised $1,791,368 -- thanks to a major gift of $1.7 million from the Gretchen Swanson Foundation benefiting irrigation science and water hydrology. The colleges of Engineering and Physical Sciences, and Health Sciences also topped 200 donors, with 266 and 229, respectively.