**UW Giving Day 2021**

**Sample Text**

UW Giving Day, Oct. 20–21, noon to noon

UW Giving Day, noon to noon, Oct. 20-21, Wed. to Thurs. of Homecoming Week

Hashtags: #UWGivingDay #GiveGold

Website: [uwyo.edu/givingday](http://www.uwyo.edu/givingday) (or for the about page: <https://www.uwyo.edu/foundation/giving-day/about.html> )

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>

Give Gold! UW Giving Day is the week of Homecoming—Wed. and Thurs., Oct. 20-21, 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.

Give Gold! Mark your calendars. UW Giving Day is Homecoming week, Oct. 20-21, noon to noon. #UWGivingDay #GiveGold #SupportWyo 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 hashtag #UWGivingDay or #GiveGold.

Any amount makes a difference, and it all adds up to a better Wyoming.

We hope you will think of supporting UW this Homecoming. 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!

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. So, give on Oct. 20 or 21, noon to noon! Any amount makes a difference, and it all adds up to a better University of Wyoming.  Give gold!

If you have already given this year, thank you for your gift! We encourage you to make another gift on UW Giving Day, as only gifts made during this time period count toward the Giving Day total! Your additional gift will inspire others to give as well!

**What Is Giving Day?**

**Shorter Version**

UW Giving Day is an annual UW tradition spearheaded by the UW Foundation that raises thousands of dollars in a single day for students and programs across campus

“UW Giving Day is about creating a culture of philanthropy, gratitude, and giving back,” says Jack Tennant, Director of Annual Giving. “It’s about bringing together all those who love Wyoming and its university and uniting them behind the common purposes of education, research, and service.”

This year, we’re looking forward to upping our game and inspiring enthusiastic donors and friends to support the university that they love. UW Giving Day will take place October 20–21, noon to noon, in conjunction with Homecoming. Matches and challenges will be available double the impact of your gift or unlock challenge funds.

As you’re tailgating with other alums and enjoying the beautiful campus during Homecoming, don’t forget to stop by uwyo.edu/givingday and support those areas you care about.

“UW Giving Day is the one event that brings together every campaign and individually celebrates each of them in the spirit of giving,” Tennant says.

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 #GiveGold

**Longer Version**

Give gold!

The best is yet to come at the University of Wyoming, and it is more important than ever to support students, faculty, and programs as they meet the challenges of today and tomorrow. Join us again this year as we celebrate the sixth annual University of Wyoming Giving Day. It’s a great day to be a Cowboy or a Cowgirl, to support the Wyoming family, and to come together to make a positive difference in the lives of so many.

This year, we’re trying something a little different. We will be holding UW Giving Day Homecoming week—from noon to noon on Wednesday October 20 to Thursday October 21. Our theme this year: Give gold! Brown and gold, that is. We know that your generosity—combined with the gifts of hundreds of UW alumni and friends—will mean more in the life of a student, to the mission of a department or college, and for the direction of Wyoming’s university.

There will be multiple opportunities double the impact of your gift, including a general matching fund on a first-come first-served basis for up to a total of $1,000 per donor for online gifts. There will also be unit- or project-specific matching funds, and donors can give more than once to take advantage of both matching opportunities. There will also be challenges that unlock blocks of funding when a certain number of donors or amount is reached.

If you’ve already given this year, thank you. However, we encourage you to make another gift on UW Giving Day, no matter the size, as only donations made during these 24 hours will count toward the Giving Day total. Your generosity will inspire others. And don’t be afraid to share your enthusiasm on social media also to inspire others to give.

Last year, the University of Wyoming’s sixth annual UW Giving Day broke new records, with more than double the number of donors and double the number of dollars received. It raised $840,602 in gifts and pledges from 2,409 donors in 48 states and six countries. That’s up from the previous year’s total of $410,000 in annual gifts—plus $1.2 million in major gifts—from 1,110 donors.

UW Giving Day is more than just the total money raised, however. It is also about creating a culture of philanthropy, gratitude, and giving back—not only at the University of Wyoming but across the state. It’s about bringing together all those who love Wyoming and its university and uniting them behind the common purposes of education, research, and service.

#UWGivingDay #GiveGold

**Email**

Subject: Give Gold!

Save the Date!

**WHAT:** UW Giving Day

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

**WHEN:** Noon to noon, October 20-21, 2021, during Homecomeing

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

**THEME:** Give Gold

Wednesday, Oct. 20, and Thursday, Oct. 21, noon to noon is UW Giving Day. This year, this annual celebration of philanthropy coincides with the week of Homecoming. The event will take place online and across social media, and there are matching and challenge funds available for donors.

A general matching fund of $100,000 generously established by the UW Foundation Board of Directors will match gifts starting at noon, Oct. 20. This match will be on a first-come first-served basis for up to a total of $1,000 per donor for online gifts. It will be in effect until the fund is completely matched. There will be additional matches and challenges available throughout the day.

The best is yet to come, and 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 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.

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

October 20-21, 2021

Noon to Noon, Wednesday and Thursday of Homecoming week

Give gold! 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 #GiveGold

uwyo.edu/givingday

**SAMPLE EMAILS**

Dear Friends,

Give gold! 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.

Homecoming week, Oct. 20-21, 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. 20, and go dark at noon, Oct. 21. 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.

I would like to ask you to consider supporting our department on Oct. 20-21. 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 Homecoming! 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. 20-21. 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, 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. 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.

**UWyo Magazine article for this year’s UW Giving Day**

**Give Gold**

**UW Giving Day 2021 Is Oct. 20–21**, **Homecoming Week**

What better partnership than UW Giving Day and Homecoming! While UW alums and friends are recalling memories and making them, they can also help today’s and tomorrow’s students make their own by giving to the areas of their choice.

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

“UW Giving Day is about creating a culture of philanthropy, gratitude, and giving back,” says Jack Tennant, Director of Annual Giving. “It’s about bringing together all those who love Wyoming and its university and uniting them behind the common purposes of education, research, and service. That’s also what Homecoming is about—coming together and celebrating the university that we love.”

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!”

“UW Giving Day helps me celebrate all my wonderful experiences as a Cowboy, both as a student, then as a grateful alum,” says Greg Dyekman, alum, attorney and generous supporter of UW in many capacities. “I’m still reaping the many benefits of a fine undergraduate and professional education in the Colleges of Business, as a debater in the College of Arts and Sciences, and at the College of Law. I like helping future graduates enhance their experiences, and UW Giving Day is a joyful way to give back across the campus.”

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.

The foundation for UW Giving Day was laid, 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).

Once again, in 2017, the total 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.

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, 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.

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. That’s $1.6 million in a single day! The total includes 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.

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.

Again, in 2021, we’re looking forward to upping our game and inspiring enthusiastic donors and friends to support the university that they love. UW Giving Day will take place October 20–21, noon to noon, in conjunction with Homecoming. Matches and challenges will be available double the impact of your gift or unlock challenge funds.

As you’re tailgating with other alums and enjoying the beautiful campus during Homecoming, don’t forget to stop by uwyo.edu/givingday and support those areas you care about.

“We’ve seen what can be accomplished in a single day and the impact donors have across campus—everything from preparing UW Teams to go head-to-head in competition to providing resources for food-insecure students,” Tennant says. “UW Giving Day is the one event that brings together every campaign and individually celebrates each of them in the spirit of giving.”

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!

**Last Year’s Recap Press Release**

Donor Impact Doubled on Sixth Annual UW Giving Day

November 20, 2020

The University of Wyoming’s sixth annual UW Giving Day broke new records, with more than double the number of donors and double the number of dollars received.

“This event continues to grow year after year,” says Jack Tennant, the UW Foundation’s director of annual giving. “Each year’s growth of donors and dollars means more and more impact across campus. We couldn’t be more pleased with the results.”

This year’s UW Giving Day raised $840,602 in gifts and pledges from 2,409 donors in 48 states and six countries. That’s up from last year’s total of $410,000 in annual gifts -- plus $1.2 million in major gifts -- from 1,110 donors.

The theme this year was “24 Means More,” highlighting the impact a single 24-hour period can have on the university. 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.

More than $250,000 in matching and challenge funds were available for donors to double the impact of their gifts and/or help unlock a challenge gift for a campaign -- more than ever before. This included $50,000 from the UW Foundation Board of Directors to match gifts starting at noon Nov. 12. This fund was matched by donors in less than 15 minutes.

At 5 p.m. Nov. 12, unit- or project-specific matching funds went live, and a surprise match was available at 6 a.m. Nov. 13 that was established by UW President Ed Seidel and his partner, Gabrielle Allen, and UW Foundation Board member and former board chair April Brimmer Kunz.

Donors who gave more than once were able to take advantage of more than one matching or challenge opportunity. Matching funds doubled or tripled the amount of a gift, and challenges were triggered when a campaign achieved a donor threshold.

“The addition of donor challenges really brought a level of excitement to this year’s Giving Day,” says Katherine Burke, manager of annual giving appeals at the UW Foundation. “Watching the donor leaderboard change throughout the day as the units competed to end the 24-hour period with the most donors was exhilarating. Watching donors be so involved and engaged in their unit’s success is inspiring.”

There were 51 campaigns that raised funding for all eight colleges and many other areas of campus, such as the Office of Student Success and Graduation, the Wyoming Institute for Humanities Research and the Food Share Pantry. The most money was raised by the College of Business at $149,030, followed by the Department of Athletics at $76,215 and the College of Engineering and Applied Science at $58,370.

“The UW Food Share Pantry team, along with the UW Food Security Task Force, offers our thanks to the many UW Cowboys who contributed to the UW Giving Day campaign,” says Ryan O’Neil, dean of students. “The funds raised will allow us to continue to purchase perishable items, including fruit, vegetables, dairy, eggs and cheese. These fresh foods are essential to our goals of providing healthy food options and nourishing the members of our campus community.”

New this year was a challenge to celebrate campaigns with the highest donor totals. The Overall Donor Challenge awarded $2,000 to the campaign with the most donors, $1,000 to second most and $500 to third most. For the third year in a row, Club Sports took first, while UW Rodeo and the College of Business took second and third, respectively.

UW is one of the first universities to accept cryptocurrency donations and to accept them on Giving Day. The 23 crypto gifts totaled $1,418 and unlocked a $20,000 crypto challenge fund. The majority of cryptocurrency gifts supported the UW Center for Blockchain and Digital Innovation, but they also went to support the College of Engineering and Applied Science, College of Education, the School of Nursing and the Precision Shooting Club student organization.

The UW Foundation spearheaded the effort. However, the collaborative energy of the entire campus contributed to the success of this year’s effort. Seidel supported the efforts via video, and faculty, staff, administration and students used social media, publications and personal contacts to get the word out. Units across campus established unit matching funds, promoted their campaigns and touched base with their alumni and friends.

“The continued success of Giving Day has really been driven by this collaboration across campus,” Tennant says. “As the UW Foundation, we see our role as building out the platform for so many areas that traditionally do not get the focus to have their cause heard. We also continue to hear great feedback from donors enjoying the new campaigns each year.”