**UW Giving Day 2024**

**Sample Text**

UW Giving Day, Oct. 23–24, noon to noon

Theme: The Power of 10

Hashtags: #uwgivingday #thepowerof10

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>

**SAMPLE TEXT**

Celebrate UW Giving Day

October 23-24, 2024, noon to noon

The Power of 10!

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. On this tenth anniversary of UW Giving Day, invite 10 others to give a gift, no matter the size, and tap into the Power of 10! Coming October 23-24, 2024, UW Giving Day, at www.uwyo.edu/givingday. #uwgivingday #thepowerof10

The Power of 10! The tenth annual UW Giving Day is Oct. 23-24, 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.

The Power of 10! Mark your calendars. UW Giving Day is Oct. 23-24, noon to noon. #uwgivingday #thepowerof10 uwyo.edu/givingday

You have the power to change the future! This tenth annual UW Giving Day, invite ten friends to give a gift in support of the UW area they love most. #thepowerof10 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 #thepowerof10.

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. 23–24, noon to noon—any amount makes a difference, and it all adds up to a better University of Wyoming.  The Power of 10!

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. #thepowerof10

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 this tenth annual 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.

A journey of a thousand miles begins with a single step—and a better future for Wyoming begins with a gift to UW supporting the area of your choice. #thepowerof10 uwyo.edu/givingday

UW Giving Day, October 23-24, 2024, Noon to Noon

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 #thepowerof10

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.

The tenth annual UW Giving Day will take place October 23-24, 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 #thepowerof10

**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.

The tenth annual UW Giving Day will take place Wednesday through Thursday, Oct. 23-24, noon to noon, online and across campus. The theme is the Power of 10, in honor of the tenth anniversary of this celebration of philanthropy. Donors can give at uwyo.edu/givingday and support the effort on social media with the hashtags #uwgivingday #thepowerof10.

This year, we are leveraging the power the 10. Donors are encouraged to invite ten of their friends to support the UW area of their choice with a gift of any size. That way, each gift will have a tenfold impact!

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.

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 #thepowerof10

**Save the Date or Media Advisory: UW Giving Day is Oct. 23-24, noon to noon.**

Subject: The Power of 10!

**WHAT:** UW Giving Day

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

**WHEN:** Noon to noon, October 23-24, 2024

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

**THEME:** The Power of 10!

**HASHTAGS:** #uwgivingday #the powerof10

Wednesday, Oct. 23, and Thursday, Oct. 24, noon to noon is the tenth annual UW Giving Day, an annual tradition of support for Wyoming’s university. Last year, 8,978 donors gave a whopping $3,605,192 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. Donors are encouraged to invite ten of their friends to give a gift, no matter the size, for a tenfold impact. Do something that matters!

**SAMPLE EMAILS**

Dear Friends,

I’m writing to thank you for all your amazing support through the years and to let you know of an exciting opportunity that’s coming up.  On our tenth Giving Day, I would like to invite you to join us in celebration and support of the departments and programs you love!

Oct. 23–24, noon to noon, is UW Giving Day, an annual celebration of philanthropy at the University of Wyoming. This year’s theme is the Power of 10. The #UWGivingDay website (uwyo.edu/givingday) will go live at noon, Oct. 23, and go dark at noon, Oct. 24. 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. 23–24.  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.

P.S. If you can do 10 things to support the areas at UW you love or invite 10 friends to give gifts— even of just $1—it will have a big impact!

Dear Friends,

Can you believe that UW is celebrating its tenth Giving Day? Its theme is the Power of 10, and by joining the effort you join tens of others who are supporting today’s students and tomorrow’s leaders. Tomorrow is the day, and we are going big!

As you know, UW Giving Day is an annual celebration of philanthropy—this year it’s noon to noon, Oct. 23-24. Starting tomorrow, you can click over to uwyo.edu/givingday to make a difference!

From the bottom of our hearts, thank you!

P.S. Your efforts, no matter how big, will join others to have a tenfold impact.

Dear Friends,

Today’s the day! After the noon kickoff of UW’s tenth Giving Day, please consider clicking over to uwyo.edu/givingday to support the department. The Power of 10—you joining tens of others—ensures that your gift has a big impact. 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.

P.S. Today’s the day! You have the power to change the future!

**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 The Big Give. 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**

The 2023 UW Giving Day took place Oct. 25-26, noon to noon, with the theme of Make My Day (#uwgivingday and #makemyday). It reached almost double the donors of 2022 and raised $3,605,192. The record 8,978 donors came from all 50 states and 13 countries. A record 207 campaigns were created by units and student organizations, and in just the first hour, more than $1 million was donated from just over 2,000 donors. All matching funds were used up within minutes of going live.

More than $1 million was available in overall matching and challenge funds, as well as 48 unit-specific matches and challenges. Top matches include the McMurry Foundation 2:1 kickoff match of $500,000 for gifts of up to $5,000, the UW Foundation Board $250,000, the UW Board of Trustees $250,001 for scholarships and student success, and more

Challenges included the Overall Giving Day Donor Challenge, the Alumni Donor Challenge, Athletics Donor Challenge, student organization challenges, and more. The Overall Donor Challenge went to the top 10 campaigns with the most donors, not including colleges. The top three were Western Thunder Marching Band-Hat Club (618 donors), rodeo team (469), and Nordic ski team (381). The Alumni Donor Challenge of $10,000 was unlocked at 2,023 donors but went on to achieve 2,693 donors. The Athletics Donor Challenge was won by the UW rodeo team (469), followed by women’s soccer (367) and swimming and diving (211).

The College of Arts and Sciences won the College Leaderboard with 1,107 donors. In the Battle of the Deans, Engineering and Physical Sciences had more donors (679) but the College of Business raised more money ($263,480). The Haub School of Environment and Natural Resources and the Honors College called it a tie, and as agreed beforehand, both deans donned clown costumes.

**2024**

In 2024, the tenth annual UW Giving Day will take place October 23–24, noon to noon, with the theme of the Power of 10. Matches and challenges will be available 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 #thepowerof10**

**Last Year’s Recap Press Release**

**UW Giving Day Reaches More Donors Than Ever Before**

*Published November 02, 2023*

The University of Wyoming’s 2023 [Giving Day](http://www.uwyo.edu/givingday) was a huge success -- in just 24 hours, reaching almost double the donors of last year and raising $3.6 million that goes directly to students and the faculty and programs that support them.

“On behalf of the University of Wyoming and the UW Foundation, I would like to thank you for your overwhelming generosity on Giving Day,” says Mary Shafer-Malicki, chair of the UW Foundation board. “The outpouring of support from alumni, students, faculty and friends has truly made a difference. Together, we are shaping a brighter tomorrow for UW.”

UW Giving Day, spearheaded by the UW Foundation, took place Oct. 25-26, noon to noon, on social media and across campus. This year, a record 8,978 donors from all 50 states and 13 countries gave a total of $3,605,192 to support students, faculty and organizations across campus.

The theme was Make My Day, which encouraged UW supporters to make someone’s day by showing their philanthropic spirit. Supporters spread the word on social media with the hashtags #uwgivingday and #makemyday.

The number of donors was not the only record that was broken. There were more than 207 campaigns created by units and student organizations large and small, breaking last year’s record of 159 campaigns. In addition to the larger units, the event creates fundraising opportunities for small student-led organizations that otherwise wouldn’t participate in a campaign of this size.

In just the first hour of Giving Day, more than $1 million was donated from just over 2,000 donors. All matching funds were used up within minutes of going live.

“Every area of campus came together to make this day a success for the university,” says Clancee Rea, director of Annual Giving and the Donor Experience Program. “It was incredible to watch. Thank you to everyone who believes in being a part of something bigger than themselves and supporting UW on Giving Day.”

More than $1 million was available in overall matching and challenge funds, as well as 48 unit-specific matches and challenges. Matching funds allow donors to double -- and sometimes triple -- the impact of their gifts. Matching typically goes toward gifts of up to $1,000, and gifts are matched until the matching fund runs out. Challenges are often gift amounts that are unlocked after a certain number of donors have donated.

The McMurry Foundation gave the kickoff match of $500,000 that went toward gifts of up to $5,000 in a 2:1 ratio, so a $5,000 gift would amount to a $15,000 impact. The UW Foundation Board gave over $250,000 in matching and challenge funds, and the UW Board of Trustees gave $250,001 to match scholarships and student success.

Matches included the UW Board of Trustees Scholarship Match; the UW Foundation Board 3 p.m. Match; President Ed Seidel’s UW Faculty/Staff Match; Graduates of the Last Decade Match; the UW Foundation Board Midnight Match; the UW Foundation Board Mystery Match; and the 48 unit-specific matches and challenges.

Challenges included the Overall Giving Day Donor Challenge; the Student Organizations Donor Challenge; the Club Sports Donor Challenge; the Fraternity and Sorority Life Donor Challenge; the Athletics Donor Challenge; and the Alumni Donor Challenge.

“On behalf of everyone here at the UW Foundation, let me take this opportunity to thank all of our generous contributors, our campus partners and our UW Foundation staff for making this year’s Giving Day such an overwhelming success,” says John Stark, president and CEO of the UW Foundation.

The Alumni Donor Challenge of $10,000 was unlocked at 2,023 donors but went on to achieve 2,693 donors.

The Overall Donor Challenge proved once again to be very competitive, with the top 10 campaigns with the most donors receiving awards. This challenge did not include academic colleges. The Western Thunder Marching Band-Hat Club won this challenge with 618 donors and was awarded the top prize of $6,000, followed by the UW rodeo team with 469 donors and the Nordic ski team with 381 donors, which were awarded $5,000 and $4,000, respectively.

The other campaigns that placed in the Overall Donor Challenge were the women’s soccer team with 367 donors; men’s rugby club team (271); club tennis (240); Wyoming Motorsports Club (234); Sigma Phi Epsilon fraternity (228); swimming and diving team (211); and cheer team (204).

Student-led groups also were able to engage large amounts of donors. The Nordic ski team won the Student Organizations Donor Challenge with 381 donors and was awarded $2,000. The men’s rugby club team won the Club Sports Donor Challenge with 271 donors and was awarded $2,000. Sigma Phi Epsilon won the Fraternity and Sorority Life Donor Challenge with 228 donors and was awarded $2,000.

The winner of the Athletics Donor Challenge was the UW rodeo team, with 469 donors giving $92,124, followed by women’s soccer (367 donors, $41,652) and swimming and diving (211 donors, $42,489).

On the College Leaderboard by the number of donors, the College of Arts and Sciences won handily with 1,107.

In the Battle of the Deans between the College of Engineering and Physical Sciences vs. the College of Business, Engineering and Physical Sciences won with 679 to Business’s 442, although Business raised more money -- Business’s $263,480 to Engineering and Physical Sciences’ $257,126.

In the Haub School of Environment and Natural Resources vs. Honors College Battle of the Deans, the Honors College technically won by a nose with 132 donors to the Haub School’s 128, but the deans called it a tie and, as agreed beforehand, they both donned clown costumes.

“Building a culture of philanthropy at UW is our ultimate goal, and I am not sure there is anything we do each year that does more to advance that cause than Giving Day,” Stark says. “It continues to exceed expectations year over year. We are incredibly grateful.”