**ETSU 2020 Day of Giving (DoG)**

**April 22, 2020**

**Background**:  this will be ETSU’s second university-wide Day of Giving. The goal of the 2019 program was 350 donors over 31 hours and 51 minutes. We were able to attract 675 donors on April 17-18th and 796 donors as of 6/11/19. Most notably, 270 donors were ***new***, that is to say they’ve never given to ETSU before. 170 donations came from faculty & staff alone. Donations received totaled nearly $225,000, including almost $20K in employee payroll deductions. With the success of last year’s program, we plan to hold DoG again next year.

**Purpose of DoG**:  leverage modern means of communication (e-mail, web, social, video, etc.) to identify and engage new donors and new support.

**Date**:  April 22, 2020, 9:00 a.m. – April 23 at 9:00 a.m. (24 hours). Doing over 31+ hours was complicated. Also, it will be very helpful to have DoG start and end during work hours so there is access to support staff in ITS, marketing, and other university areas.

**Approach**:

* Large committee (>50) consisting of reps from across the University.
* Include all parts of the University (Athletics, WETS, etc.).
* Involve Advocates to achieve economies of scale.  Advocates will donate, make personal request videos, and/or share with their networks.
* Create a sense of urgency; set goals (dollars/donors).
* Foster camaraderie.
* “Gamify” the experience with an on-line platform with leaderboards, advocate competition, social network integration, and more.

**Theme(s)**. Flat Bucky – this will start as a communication piece where we send a cardboard cutout of Bucky via the mail and ask donors to show Bucky “where they live,” and get them to share via social media. Bucky will likely feature in videos and day-of marketing as well.