



# **Fearless Ideas: The Campaign for Maryland**



UNIVERSITY OF  
MARYLAND

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## **CAMPAIGN GOALS**

- Raise Money | Double the Endowment
- Enhance Reputation
- Establish Philanthropic Volunteer Culture
- Establish Best Practices in Advancement
- Increase Donor Base

**FEARLESS IDEAS** THE CAMPAIGN FOR MARYLAND

UNIVERSITY OF MARYLAND  
**GIVING DAY**

3 • 8 • 17

[GIVINGDAY.UMD.EDU](http://GIVINGDAY.UMD.EDU)

[#GIVINGDAYUMD](https://twitter.com/GIVINGDAYUMD)



**FEARLESS IDEAS**

# **FEARLESS IDEAS** THE CAMPAIGN FOR MARYLAND

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## **Schools and Colleges**

### **Campus Life**

- Adele H. Stamp Student Union
- Athletics
- Alumni Association
- Hillel
- Libraries
- Parents Association
- The Clarice

### **Student Organizations**

- Sports Clubs
- Student Groups
- Greek Life

# FEARLESS IDEAS THE CAMPAIGN FOR MARYLAND

## Leaderboards

- Dollars Raised (\$22,500)
- Number of Gifts (\$22,500)
- Hourly Prizes (\$14K in total)
- Greek Life (\$3K)
- Student Organizations (\$3K)



## Challenge Page

- Beat Our Best (\$5K) and Unit Challenges

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## **Michael Schwab**

- Trustee Chair of Annual Giving is contributing \$50,000 to Giving Day matching funds

## **The Clarvit Family Student Challenge**

- \$10 for each student gift, up to \$25,000

## **College of Education Challenge**

- Board of Visitors offering a \$1-for-\$1 match, up to \$10,000

## **BSOS Challenge**

- Robert Satterfield '95 pledging \$10,000 if BSOS gets 150 gifts

## **CMNS and Public Health Challenges**

## **Faculty/Staff Prizes**

- 11:00-1:00 and 4:00-5:00
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# FEARLESS IDEAS THE CAMPAIGN FOR MARYLAND

- [givingday.umd.edu/toolkit](http://givingday.umd.edu/toolkit)
- Live now!
- Giving Day logo
- Email/newsletter graphics
- Social graphics and sample posts
- Hourly challenge graphic
- Profile Photo Overlay
- Flyer
- Digital TV graphics
- GIFs

