



UMBC Giving Day Black and Gold Rush will be a first for our community, and a chance to be involved in the Grit and Greatness Campaign in a fun, new way. Together, we will connect with thousands of our on- and off-campus alumni, current students, faculty, staff, parents, and friends to help them understand why UMBC needs them and how they can support our shared greatness through giving.

FEB
28

WHEN IS GIVING DAY?

February 28, 2018, 12 a.m. to 11:59 p.m.

WHAT IS A GIVING DAY?

- A 24-hour challenge to our community to raise funds to support UMBC
- A chance to talk about giving to UMBC in a big, fun way and change the way people feel about philanthropy
- A big leap forward for our campus goals through increased giving

WHY HAVE A GIVING DAY?

- Get more community members excited about giving and understand what it means to be a UMBC donor
- Help departments and programs on campus connect directly with their alumni to talk about the importance of giving
- Grow pride in UMBC among alumni, students, faculty, and staff
- Engage more donors and raise more dollars to support the work of UMBC



WHAT WILL THIS LOOK LIKE?

- Social media takeovers on all UMBC channels
- Share-able content for student, faculty, staff, and alumni ambassadors to help promote the day and their favorite funds
- Events on campus during Giving Day for you to learn more, get excited, and get involved



HOW CAN I BE INVOLVED?

- GIVE on Giving Day!
- Look for information sessions this winter and attend one
- Sign up to be a volunteer or ambassador
- Share messages about Giving Day with your friends and colleagues
- Bookmark the Giving Day site: **givingday.umbc.edu**.
Remember, it will only be live for 24 hours!



WHAT CAN I GIVE TO?

- Any fund on campus, through any standard giving channel (giving form, Gritstarter, check, Phonathon, or the giving day site)
- The giving day site will feature about 30 of our biggest funds
- All gifts received on February 28 count toward our total

FIND OUT MORE

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