NC State Day of Giving Development Officer
Fact Sheet

What is NC State Day of Giving?
NC State Day of Giving, which will take place March 27, 2019, is our first-ever 24-hour push to encourage students, alumni, faculty, staff, parents and friends to come together and show the world the collective strength of the Wolfpack. It aligns with our brand as an institution that thinks big and gets things done by encouraging both donors and our development staff to think beyond the boundaries of traditional giving and focus on our combined impact through challenge matches and competitions.

Why are we doing a Day of Giving?
Giving days have gained tremendous purchase among our peer institutions. By undertaking a Day of Giving, we can:
1. **Invigorate our donors.** Undertaking a Day of Giving can offset what is traditionally a slower time of year for fundraising, and the competitive aspect of leaderboards and hourly challenges can increase donor engagement.
2. **Grow our donor pipeline.** We anticipate a significant number of first-time donors participating in Day of Giving. Building this relationship and fostering new connections with the university can inspire these donors to give annually and, over time, at the major gift level.
3. **Amplify Campaign momentum.** By communicating key messages that incorporate the Think and Do the Extraordinary Campaign’s successes so far and highlighting ongoing opportunities for support on our social media channels, we can raise awareness among new audiences.
4. **Build our culture of philanthropy.** NC State Day of Giving coincides with what has traditionally been Student Giving Day. Inviting the entire Wolfpack to give on this day serves as a model for current students and demonstrates the collective impact of ongoing philanthropy.

How do major gifts affect NC State Day of Giving?
According to data shared by our consulting partners from Purdue, we can expect that 90 percent of the dollars raised on our Day of Giving will come through offline major gifts secured before March 27, including those given during the two-week VIP window, while 90 percent of the total number of gifts will be made online during the day. Similar to the principles of crowdfunding, major gifts that are reflected in the leaderboard at launch serve as proof to other potential donors that people want to be a part of this day and that if they donate, they will be a part of a successful campaign.

Adapted from Purdue and State of Wow
What are the stewardship opportunities for major donors on NC State Day of Giving?

A special shout-out on NC State Day of Giving is a great way to highlight major gift and challenge match donors, including corporations and foundations. The offices of Annual Giving and Development Communications and Stewardship will coordinate with each individual college/unit on creating one of the following highly personalized stewardship opportunities:

1. Social media shout-outs: Stewardship messaging will be worked into the overall social media plan for the enterprise channels, and specific timing will be communicated to the CDO. Social media posts must be cleared with donors prior to posting; CDOs will communicate with the donor. Donors can also opt out of social media announcements, if that is their preference.
2. ThankView Videos: Custom ThankView videos will show students, faculty or staff expressing personalized thank-you messages to donors.
3. Phone calls from university/college/unit leadership: Campus leadership and volunteers will be making calls to thank donors throughout the day.

Whom should you invite to become a Day of Giving VIP?

A VIP for NC State Day of Giving is typically an assigned prospect, highly engaged board member or influential member of your college/unit. Invitations to become a Day of Giving VIP should be highly personalized and not part of a mass email.

What are the requirements for a major gift to be counted toward Day of Giving?

In order for a major gift to be counted for NC State Day of Giving, the following criteria must be met:

1. The donor has stated their clear intention that the gift is for Day of Giving, either via email or by signing the DoG-specific pledge/gift form.
2. All gifts must be turned in with the DoG pledge/gift form.
3. Gifts turned in with the pledge/gift form will be accepted starting two weeks prior to Day of Giving.
4. All gift types (outright and deferred) count toward NC State Day of Giving as long as they constitute new money for the university.
5. Any gifts processed via the VIP website will count for leaderboards but not for challenges.
6. Procedures for soliciting gifts during the VIP phase:
   a. Development staff may invite VIPs to donate via a unique link or DoG pledge/gift form starting March 13.
   b. The call center will make VIP calls targeting Chancellor’s Circle renewals from March 13 through March 27.
   c. Faculty and staff will be invited to make payroll deduction gifts starting March 13.
   d. Students will be invited to make their gifts on March 25. Colleges and units may do table solicitations starting on this date. All student gifts must be made via the website.

Additional Details

- Pledge/gift form VIP phase: two weeks prior to Day of Giving

Adapted from Purdue and State of Wow
• Call Center gifts and pledges: two weeks prior to Day of Giving (population will be VIP, and messaging will be in line with Day of Giving)
• VIP site: two weeks prior to Day of Giving
• All hourly challenges are online, on the day, only — this excludes the main donation and participation challenges
• New or upgraded payroll deduction will count on DoG; a full year’s total will be added to the website
• Recurring donations count for a year’s total (or the total for whatever the designated duration is)
• Planned gifts will be recorded for Day of Giving with signed Day of Giving Statement of Intent. However, planned gifts will not be booked in Advance until all required documentation is completed.
• Gifts in kind will be recorded at the donor-provided fair market value. However, gifts in kind will not be booked in Advance until all documentation is completed. The fair market value must be approved by Advancement Services.
• On Day of Giving, it all counts!
• See the counting rules for more details.

What is the process for turning in my NC State Day of Giving pledge/gift form?
• All Day of Giving pledge/gift forms must be turned into Command Central at Joyner Visitors Center.

When will my donor’s gift appear on the NC State Day of Giving leaderboard?
• For gifts larger than $25,000, Adam Compton or Amanda Pesicek will email you to confirm your strategy and a time when the gift will be entered on the website.
• Gifts smaller than $25,000 that come in before March 27 will be uploaded to the Day of Giving website at 1 a.m. on March 27.
• Gifts under $25,000 that come in on March 27 will be uploaded to the Day of Giving website throughout the day.

How do I get credit for NC State Day of Giving gifts?

For pledge/gift form gifts:
1. Turn in a Day of Giving pledge/gift form to dayofgiving@ncsu.edu.
2. Development officers should follow the standard process for documenting gifts to be recorded in Advance.

For online gifts:
1. Use your personalized Day of Giving email link in asks. The links will be available March 10.
2. Enter contact report.
3. Advancement Services will pull a report of all gifts through personalized link.

Please write dayofgiving@ncsu.edu about any known gifts larger than $25,000 by Friday, March 22. This will ensure we can work with you to add to the website at the appropriate time with your strategy.

What other resources are available for CDOs?
You can find the following resources in the NC State Day of Giving toolkit:
• NC State Day of Giving pledge/gift form
• Sample email copy

Adapted from Purdue and State of Wow
• Information on NC State Day of Giving challenges

Important Dates:
• VIP pledge/gift form phase: March 13-26
• VIP online phase: March 13-26
• Day of Giving: March 27

Any questions? Email dayofgiving@ncsu.edu