Counting Rules

How will challenge matches count for the Day of Giving?

› Any gift documented between Jan. 1 and Feb. 15 that will be used for an approved challenge match will be counted on the day.

› Challenge matches must be:
  › approved by Jeff Baynham and Adam Compton prior to the solicitation, and
  › significant to the college or unit.

College Leaderboards

› Any college may have its own leaderboard, but it must have unrestricted funds that can be distributed to the winning funds on its individual leaderboard.

› All leaderboard requests must be approved and finalized by Jan. 30.

Why Give Messaging

For a major gift to be counted toward Day of Giving during the two-week VIP window, the following requirements 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
› 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 a 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!