

GIVING
TUESDAY
#SMCMGIVES
12.03.2019

ST MARY'S
COLLEGE *of* MARYLAND
The National Public Honors College

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GI**ING**
TUESDAY
#SMCMGIES

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SUMMARY

GIVING
TUESDAY
#SMCMGIVES

SUMMARY

WE DID IT! St. Mary's College of Maryland (SMCM) broke all school records with 1,965 donors raising \$379,430 on Giving Tuesday 2019. What a game changer for us. Here's why – as outlined in this report.

Our BeCounted fundraising on Giving Tuesday has its roots in 2014 when we connected to Giving Tuesday, the official global day of giving on the Tuesday following Thanksgiving.

Our primary Giving Tuesday goal is:

To increase the alumni giving participation rate by 5% in this single event to help reach our College metric of a 14% annual alumni participation rate.

Our secondary goals are:

a) To increase dollars raised on Giving Tuesday by 10% over the previous year

b) To achieve 1,203 unique donors (1,203 donors to remind people of the 12.03 Giving Tuesday event date)

c) To increase the number of student donations by 10% over 2018 to infuse a culture of giving

All were achieved in our 2019 Giving Tuesday: a 6% jump in our College alumni participation rate, an increase of 32% of total dollars raised over 2018, 1,965 unique donors, and an increase of 69% in students who gave. What we touted to the rafters:



1,965 donors raised \$379,430, breaking all school records to date.

Overall, we use Giving Tuesday to engage constituents in giving and embracing our new St. Mary's College of Maryland brand (The National Public Honors College). An exciting component is our Alumni Council Challenge whereby our alumni governing body engages our students in philanthropy and showing their pride in the new brand. The Alumni Council raised more than \$20,000 to encourage student groups to make themed videos – videos which then became integral to the overall Giving Tuesday success (see how this all works later in this report).

The campaign, fueled by social media, surpassed our goal to engage 1,203 donors this year with 1,965 unique contributors. But

we also partnered with our students and alumni to keep the vibes and connectivity going on campus by creating a Giving Tuesday headquarters in our campus center. Students, faculty, staff, administrators, and alumni participated all day in activities designed to interact with social media, highlight gifts and donors, and share stories of why such giving matters.

The following pages show you why we do what we do. We believe it is a pathway worth sharing. These snapshots of our touchpoints combine to make Giving Tuesday a highly anticipated and participatory event in the outreach of St. Mary's College of Maryland, The National Public Honors College.

GOALS & BUDGET

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2019 PERFORMANCE

2019

GOAL:
1,203 DONORS*

TOTAL DONORS* :
1,965

GOAL:
\$314,886**

TOTAL RAISED:
\$379,430

DONOR GOAL MET:

163%

120%

DOLLAR GOAL MET

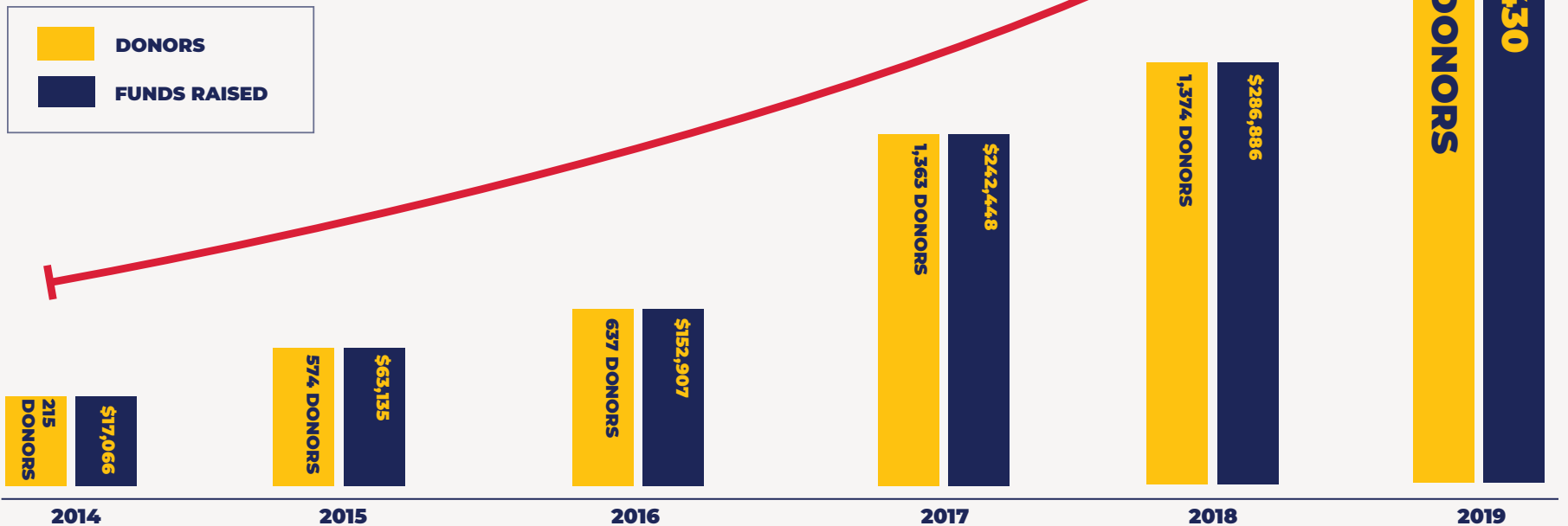
*These are unique donors

**Calculated as 10% increase based on last year's amount raised.

PAST PERFORMANCE

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------------------------------|----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| TOTAL DONORS: 215 | TOTAL DONORS: 574 | TOTAL DONORS: 637 | TOTAL DONORS: 1,363 | TOTAL DONORS: 1,374 | TOTAL DONORS: 1,965 |
| TOTAL RAISED: \$17,066 | TOTAL RAISED: \$63,135 | TOTAL RAISED: \$152,907 | TOTAL RAISED: \$242,448 | TOTAL RAISED: \$286,886 | TOTAL RAISED: \$379,430 |

GRAPH OF DONOR AND DONATION INCREASE FROM 2014-2019

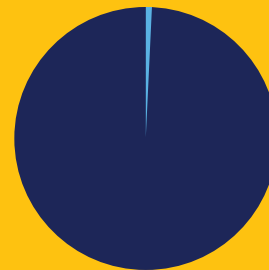


BUDGET

| DATE | VENDOR | DESCRIPTIONS | COST |
|----------|-------------------------|---|------------|
| 11/8/19 | St. Mary's Campus Store | SMCM logo beanies (Qty 50) | \$625.00 |
| 11/8/19 | Vistaprint.com | Door hangers | \$122.42 |
| 11/11/19 | Custom Phone Gadgets | Phone Grips | \$1,312.00 |
| 11/13/19 | Printing Press | Thank You postcards (Qty 2,000) | \$368.00 |
| 11/21/19 | Balloonsdirect.com | Balloons | \$274.98 |
| 11/22/19 | Karma Payments | On-site donation device | \$246.26 |
| 11/26/19 | St. Mary's Campus Store | Prize baskets for drawing | \$183.85 |
| 12/2/19 | InkDeli | Hoodies for staff/volunteers (Qty 51) | \$1,538.00 |
| 12/2/19 | Barefoot Graphics | Mesh banner | \$402.47 |
| 12/2/19 | The Printing Press | Fomecore white checks (Qty 15) | \$523.00 |
| 12/3/19 | Schmitz Press | Save the Date postcards (Qty 1,500) | \$1,728.00 |
| 1/27/20 | The Printing Press | Mail Thank You postcards (Qty 1,955) | \$198.00 |
| 1/27/20 | The Printing Press | Thank You postcards (2nd run) (Qty 519) | \$170.00 |

**TOTAL SPENT:
\$7,961.98**

**COST: 2% of
FUNDS RAISED**



■ **TOTAL COST OF EVENT: \$7,691.98**

■ **TOTAL FUNDS RAISED: \$379,430**

OUR TEAM

GIVING
TUESDAY
#SMCMGIVES

GIVING TUESDAY TEAM, 2019

OFFICE OF THE PRESIDENT

TUAJUANDA C. JORDAN
President of St. Mary's College of Maryland

INSTITUTIONAL ADVANCEMENT

CAROLYN CURRY
Vice President for Institutional Advancement

SANDY ABELL
Executive Assistant to the Vice President of Institutional Advancement

DEVELOPMENT

KAREN RALEY
Assistant Vice President of Development

LAUREN SAMPSON
Director of Corporate and Foundation Relations

JACKIE WRIGHT
Director of Foundation Finance and Administration

KELLEY HERNANDEZ
Development Information Systems Specialist

RICHARD EDGAR
Development Officer, Major and Principal Gifts

BRIDGET MARSHALL
Development Officer, Annual and Leadership Giving

CONNER WOLFE
Prospect Research Coordinator

LARA HOLMES
Fiscal Administrator

ALUMNI RELATIONS

DAVID SUSHINSKY
Director of Alumni Relations

KELLY SCHROEDER
Associate Director of Alumni Relations

LAUREN TAYLOR
Assistant Director of Alumni Relations

OFFICE OF EVENTS AND CONFERENCES

PEGGY AUD
Director of Events and Conferences

INTEGRATED MARKETING

MICHAEL BRUCKLER
Assistant Vice President of Integrated Marketing and Strategic Communications

LEE CAPRISTO
Director of Publications

JEANNETTE MODIC
Director of Web Services

KEELY HOUK
Senior Graphic Designer

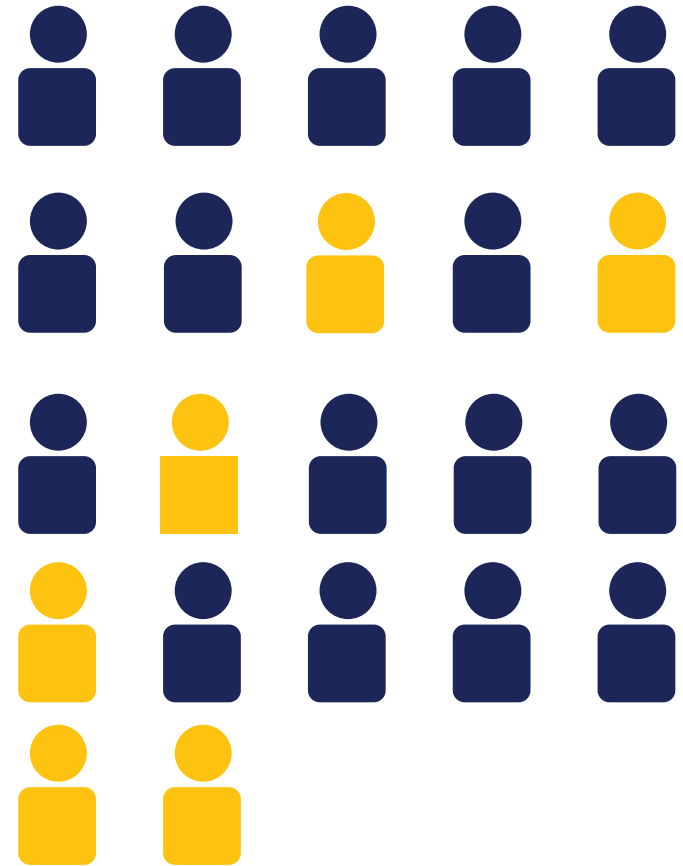
GRETCHEN PHILLIPS
Communications Specialist

DANIEL PINDELL
Web Developer

TU SHI
Web Developer

**SOMETIMES YOU CAN
DO BIG THINGS WITH
A SMALL TEAM**

JASON FRIED



DR. TUAJUANDA C. JORDAN: President of St. Mary's College, thanked donors and participated in encouraging outreach via social media throughout Giving Tuesday.

CAROLYN CURRY, VP of advancement, approved all Giving Tuesday initiatives and budget items and raised major gifts during the campaign.

SANDY ABELL, executive assistant, processed all budget items.

JACKIE WRIGHT, director of foundation finance and administration. Manually printed, recorded, processed, and verified donations.

KELLEY HERNANDEZ, development information systems specialist. Manually printed, recorded, processed, and verified donations.

LARA HOLMES, fiscal administrator. Manually printed, recorded, processed, and verified donations.

LAUREN SAMPSON, director of corporate and foundation relations. Manually printed, recorded, processed, and verified donations.

KAREN RALEY, AVP of development, solidified \$140,000 in challenges from donor Don Stabil and other \$5,000-\$10,000 gift opportunities.

RICHARD EDGAR, development officer, major and principal gifts, raised major gifts during the campaign.

BRIDGET MARSHALL, development officer, annual giving, wrote all collateral for the event, scheduled and sent emails, hosted Facebook Live the day of the event.

CONNER WOLFE, prospect research coordinator, developed, tested, and managed the Giving Tuesday donation form.

DAVID SUSHINSKY, director of alumni relations, chaired the Giving Tuesday committee, oversaw all development of Giving Tuesday.

KELLY SCHROEDER, associate director of alumni relations, helped market the Alumni Council Challenge to the student clubs.

LAUREN TAYLOR, assistant director of alumni relations, managed the email distribution process.

PEGGY AUD, director of events and conferences, oversaw the setup of Giving Tuesday Headquarters and all activities and events that took place that day.

MICHAEL BRUCKLER, AVP of integrated marketing and strategic communications, oversaw the creation of marketing collateral. Day-of thanked donors in Facebook Event and Twitter, posted to the Donor Recognition Wall at Giving Tuesday Headquarters.

LEE CAPRISTO, director of publications, ensured the correct printing and delivery of all Giving Tuesday print collateral.

KEELY HOUK, senior graphic designer, created and designed all Giving Tuesday print and social media collateral. Day-of designed social media thank you graphics and assisted with thank you email distribution.

GRETCHEN PHILLIPS, communications specialist, oversaw the social media editorial calendar and day-of schedule of posts and produced Facebook Live Events throughout the day.

JEANNETTE MODIC, director of web services, was responsible for creating and overseeing the web presence and giving form. Day-of, oversaw thank you email distribution, Everwall and posted updates and donor recognition to Instagram and Instagram Stories.

DANIEL PINDELL, web developer, was responsible for web design and development of the Giving Tuesday campaign website including the new floating Give Now button. Day-of assisted with Facebook Live.

TU SHI, web developer, assisted in the creation of the Thank You page for major donors and created the page for dynamically tracking the club standings on Giving Tuesday. Oversaw and implemented scrolling donor recognition on webpage.

GIVING

TUESDAY

#SMCMGIVES

12.03.2019

QUICK FAQs

**BIGGEST DONOR HOUR:
8-9 PM
284 DONORS**

**REACHED OUR
DONOR GOAL
AT 5:20 PM**

**\$40K IN
ONE HOUR:
4-5 PM**

**10 HOURS WITH
OVER 100
DONORS/HOUR**

**54
DONATIONS
OVER \$1,000**

**54 THANK YOU
VIDEOS SENT
IN 24 HOURS**

**350 UNIQUE VISITORS WENT TO
OUR "GET INVOLVED" PAGE THIS
YEAR, COMPARED TO 41 UNIQUE
VISITORS TO THIS PAGE LAST YEAR**

**3,833 UNIQUE
VISITORS TO
OUR WEBSITE**

**100% PARTICIPATION
RATE FOR SMCM
BOARD OF TRUSTEES**

**28,000 UNIQUE PEOPLE SAW AT
LEAST 1 OF OUR GIVING TUESDAY
POSTS ON SOCIAL MEDIA**

TOTAL RAISED: \$379,430

TOTAL DONORS: 1,965

ALUMNI COUNCIL CHALLENGE

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ALUMNI COUNCIL CHALLENGE OVERVIEW

Designed to increase giving participation rates among alumni and students, the Alumni Council Challenge has become one of the most exciting elements to our Giving Tuesday campaign.

Since 2016, the Alumni Council has challenged student groups to create short videos to compete for cash prizes generously donated by members of the council (31 members). With an impressive 100% participation rate, the alumni council had more than \$20,000 in cash prizes to give.

Here's how it went down. Part of launching our new SMCM brand is to better show student life. Thus, the 2019 video prompt was, "show us through your club or team what is unique about student life at SMCM," and we received 22 entries.

Videos were promoted on the Giving Tuesday website for prospective donors to view in the weeks leading up to the event.

Regardless of their gift designation, donors had one vote toward the group they thought made the best video.

The five student clubs and five varsity athletic teams with the most votes at the end of Giving Tuesday won between \$250 and \$3,000. A blue ribbon bonus, voted on by members of the Alumni Council, gave an additional opportunity for students to win up to \$3,000. While this challenge was intended to raise donation participation rates, it has proven to raise awareness of the Alumni Council, elevate the public image of St. Mary's College new brand, and bring valuable resources to the participating student organizations.

ARE YOU UP FOR A CHALLENGE?



If the answer is "yes," your student group could win big!

The Alumni Council invites student clubs and varsity athletic teams to participate in the Giving Tuesday Alumni Council Challenge to compete for prizes ranging from \$250 to a potential \$6,000 top prize.

HOW IT WORKS

- Over \$20,000 was pledged by the Alumni Council to fund the Challenge
- Participating student clubs and varsity athletic teams will create a 60 second or less video which will be promoted on the Giving Tuesday website for prospective donors to view in the weeks leading up to the event
- On Giving Tuesday, donors will have the opportunity to cast ONE vote for the student organization they feel produced the best video, but ONLY after making a donation
- The five student clubs and five varsity athletic teams with the most votes at the end of Giving Tuesday will win between \$250 and \$3,000!

BONUS AWARDS

- Five special blue ribbon bonuses will be awarded, ranging from \$250 to \$3,000
- These will be voted on by the donating members of the Alumni Council
- They will be awarded based on:
 - Content – how well the video supports the prompt
 - Strength of Message – clear, powerful, evokes emotion
 - Video Quality – clarity of sound and appropriate lighting on subjects
- They can be added to the other top prizes for a potential \$6,000 total prize!!!

THE RULES

- Be an official SMCM student club or varsity sports team
- Select an information session to attend, led by the Giving Tuesday Planning Committee
- Have at least one club or team representative attend the information session (club advisors and coaches are encouraged to attend)
- Create a video, adhering to the parameters and timeline established by the Giving Tuesday Planning Committee
- Agree to allow the video to be used for institutional marketing purposes

VIDEO REQUIREMENTS

- Must be no longer than 60 seconds
- Must be approved for suitable content and quality by the Giving Tuesday Planning Committee
- Must not use any copyrighted material, including music
- Must use original footage (not used in previous Challenges)
- **Must be submitted by 11:59 p.m. (EST) on Sunday, November 10**
- Must show us, through your club or team, what is unique about student life at SMCM.

QUESTIONS?

Contact David Sushinsky, Director of Alumni Relations, at:
dmsushinsky@smcm.edu
(240) 895-3381

GO TO

Challenge Videos
Social Media Toolkit (for Students)
Get Involved (for Donors)

STUDENT PARTICIPATION

For students, the Alumni Council Challenge was designed to establish a culture of giving through participation. To accomplish this objective, 22 student clubs and varsity athletic teams competed for more than \$20,000 in prizes donated by the Alumni Council by creating videos that promoted student life at the College and help push the new college brand.

Donors to the campaign were given the ability and encouraged to vote for their favorite video. In order to submit a video, students attended training sessions that included tactics they could use in order to market their videos, thereby increasing donations and awareness of Giving Tuesday. Throughout Giving Tuesday, results were updated on social media, through email, and live at the on-campus Giving Tuesday headquarters.

Students were also recruited to work behind-the-scenes of Giving Tuesday. Students were included in the Giving Tuesday Planning Committee which met weekly, and worked the day-of at Giving Tuesday Headquarters, completing thank you cards and videos that were distributed following Giving Tuesday to donors.

As a result, compared to the previous year, the student participation rate increased 69%.

The Women's Lacrosse Team wins this year's Giving Tuesday Alumni Council Challenge, taking in a collective \$6,000 in awards (1st place in the Blue Ribbon Bonus category with \$3,000 and 1st place in the team competition with \$3,000).

Congratulations to all our participants!

ALUMNI COUNCIL BLUE RIBBON BONUS



BEST VIDEOS SELECTED BY THE ALUMNI COUNCIL
(considering content, quality, use of prompt and power of message)

1. **Women's Lacrosse** (Varsity Sport) wins \$3,000
2. **Burlesque** (Student Club) wins \$2,000
3. **Rowing** (Varsity Sport) wins \$1,000
4. **Volleyball** (Varsity Sport) wins \$500
5. **BOSS/SMACS** (Student Club) wins \$250

STUDENT CLUBS AWARDS



TOTAL CLUB VOTES BY DONORS ON GIVING TUESDAY
(after removing duplicate votes by the same donors)

1. **Men's Rugby** with 100 votes, wins \$3,000
2. **Women's Rugby** with 92 votes, wins \$2,000
3. **Best Buddies** with 72 votes, wins \$1,000
4. **SMUT** with 65 votes, wins \$500
5. **Burlesque** with 43 votes, wins \$250
6. **Catholic Seahawks** with 30 votes
7. **AVATAR** with 29 votes
8. **Mock Trial** with 27 votes
9. **TNA (The Nightingale A Cappella)** with 27 votes
10. **Seahawk Powerlifting** with 15 votes
11. **BOSS/SMACS** with 13 votes

VARSITY SPORTS AWARDS



TOTAL TEAM VOTES BY DONORS ON GIVING TUESDAY
(after removing duplicate votes by the same donors)

1. **Women's Lacrosse** with 384 votes, wins \$3,000
2. **Men's Lacrosse** with 360 votes, wins \$2,000
3. **Sailing** with 208 votes, wins \$1,000
4. **Rowing** with 87 votes, wins \$500
5. **Swimming** with 85 votes, wins \$250
6. **Women's Soccer** with 62 votes
7. **Field Hockey** with 35 votes
8. **Tennis** with 21 votes
9. **Volleyball** with 18 votes
10. **Women's Basketball** with 15 votes
11. **Baseball** with 11 votes

JUMP TO A VIDEO

STUDENT CLUBS

- ↓ AVATAR
- ↓ Best Buddies
- ↓ BOSS / SMACS
- ↓ Burlesque
- ↓ Catholic Seahawks
- ↓ Mock Trial
- ↓ Rugby – Men's
- ↓ Rugby – Women's
- ↓ Seahawk Powerlifting
- ↓ SMUT (St. Mary's Ultimate Team)
- ↓ TNA (The Nightingale A Cappella)

VARSITY SPORTS

- ↓ Varsity Baseball
- ↓ Varsity Basketball – Women's
- ↓ Varsity Field Hockey
- ↓ Varsity Lacrosse – Men's
- ↓ Varsity Lacrosse – Women's
- ↓ Varsity Rowing
- ↓ Varsity Sailing
- ↓ Varsity Soccer – Women's
- ↓ Varsity Swimming – Men's and Women's
- ↓ Varsity Tennis – Men's and Women's
- ↓ Varsity Volleyball

QUESTIONS?

Contact David Sushinsky, Director of Alumni Relations, at...
dmsushinsky@smcm.edu
(240) 895-3381

VIEW STUDENT VIDEOS
GO HERE:

[GO.SMCM.EDU/GIVING-TUESDAY
/CHALLENGE-RESULTS/](https://go.smcm.edu/giving-tuesday/challenge-results/)

WINNERS



DESIGN

GIVING
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GIVING
TUESDAY
#SMCMGIVES

GIVING TUESDAY LOGO - MAIN MARK

Typographic logo set in SMCM's Brand colors. Used on all collateral to raise awareness of fundraising event and connect to the larger trending day of giving. The next page delineates the multiple variations of this typographic logo.



BECOUNTED
#SMCMGIVES

BECOUNTED - SUPPORTING MARK

Typographic logo set in SMCM's Brand colors. Used to challenge constituents to "BeCounted" with their donation – essentially our call to action. This mark is used in conjunction with the Giving Tuesday logo, and is primarily associated with the giving campaign. The next page delineates the multiple variations of this typographic logo.

GIVING
TUESDAY

#SMCMGI♥ES

GIVING
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#SMCMGI♥ES
12.03.2019

GIVING
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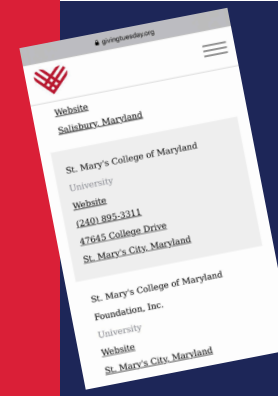
ST MARY'S COLLEGE of MARYLAND
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THE BIGGER PICTURE:

Giving Tuesday is an international day of giving. SMCM first participated in 2014 and have since coordinated our efforts with the internationally recognized day of giving. We have used the heart image to connect with the larger day, yet have created our own unique slogans within the day to personalize our event. We are listed and have registered on the official Giving Tuesday site.





GRAPHIC DESIGN MAILERS

The following pages represent an amalgamation of the overall printed and digital imagery. This does not cover design that was incorporated into the website and social media which will be covered later.

We wanted to create a fun and challenge-filled campaign to increase donors and

donations for SMCM, while also bringing awareness to our new brand that recently launched.

The main focus of the design was to stay within our brand colors & fonts, while also having a unique (and exciting) tone.


The following pages include our designed materials: Mailers that were sent to all constituents; posters, and tabletop trifolds displayed on campus; day-of signage

explaining event; sweatshirts for volunteers; informational door hangers posted around campus; and multiple giveaways.

Please see the social media and web sections to see how we engaged with our branded content digitally.

MAILERS





BECOUNTED
12.03.2019

#SMCMGIVES

ST MARY'S
COLLEGE of MARYLAND

GIVING TUESDAY

Mark your calendar and BeCounted on **12.03** for Giving Tuesday!

WHAT: Giving Tuesday 2019 - International Day of Philanthropy

WHEN: Tuesday, **12.03** from 10 a.m. - 7 p.m.

WHERE: Campus Center Patio

SOCIAL MEDIA: Follow along with Facebook, Instagram and Twitter using **#SMCMgives**

EVENT INFORMATION: In the spirit of SMCM philanthropy - stop by for delicious food, guest appearances by faculty & staff, a drawing for a special prize, and more!

BECOUNTED AS PART OF THE **1,203** ON **12.03!**

FIND OUT MORE AT
GO.SMCM.EDU/GIVING-TUESDAY

The **NATIONAL PUBLIC HONORS** *College*

GRAPHIC DESIGN - ON CAMPUS SIGNAGE

To promote the event on campus, we created custom graphics. The first was a poster that was printed in-house and then posted on every academic and administrative building on campus. The second was a pop-up trifold with all of the information explaining the day and hashtag that was pre-printed in-house, folded, and then put up around campus and in the main dining hall.

The following page represents the signage located at our campus headquarters explaining the day and process. These were all produced in-house.

TABLETOP TRIFOLD

| | | |
|---|---|--|
| <p>GIVING TUESDAY</p> <p>JOIN. CONNECT. GIVE.</p> | <p>GIVING TUESDAY</p> | <p>BECOUNTED 12.03.2019 CAMPUS CENTER PATIO</p> |
| <p>#SMCMGIVES BECOUNTED</p> | <p>TO CONNECT, USE: #SMCMGIVES</p> | <p>GO NUTS FOR "DOUGH" NUTS 10:00 a.m. - 1:00 p.m. Swing by for a free doughnut</p> |
| <p>HERE'S WHAT YOU DO:</p> <ol style="list-style-type: none"> 1. Join the Facebook Giving Tuesday Event (search: SMCM Giving Tuesday 2019) and invite all of your friends to participate. 2. Connect throughout the day by sharing pictures and memories to #SMCMGives – and encourage others to do the same. 3. Give on Tuesday, Dec. 3, at go.smcm.edu/giving-tuesday that day! | <p>WHAT IS THE GOAL OF GIVING TUESDAY?</p> <ol style="list-style-type: none"> 1. To contribute to a spirit of caring and an ethic of service per the ST. MARY'S WAY, #SMCMGIVES 2. To support students as they work to raise the bar on their continued success, #SMCMGIVES 3. To give back to a special place that is near and dear to the heart, #SMCMGIVES | <p>HOT DOG! WE'RE ON A ROLL 1:00 p.m. - 4:00 p.m. Enjoy a freshly grilled hot dog</p> |
| <p>12.03.2019</p> | <p>BECOUNTED</p> <p>JOIN US TUESDAY, DEC. 3</p> <p>ST. MARY'S COLLEGE of MARYLAND</p> | <p>THE S'MORE YOU GIVE, THE S'MORE YOU GET 4:00 p.m. - 7:00 p.m. Treat yourself to our complimentary s'mores station</p> |
| | | <p>BRING YOUR GIVING TUESDAY DOOR HANGER TO ENTER THE DRAWING. DRAWING TAKES PLACE AT 7 p.m.</p> <p>SEE YOU AT THE CAMPUS CENTER!</p> |
| | | <p>A limited number of BRANDED PHONE GRIPS are also available!</p> |
| | | <p>The NATIONAL PUBLIC HONORS College</p> |

GIVING TUESDAY

**JOIN.
CONNECT.
GIVE.**

#SMCMGIVES

BECOUNTED

HERE'S WHAT YOU DO:

1. Join the Facebook Giving Tuesday Event (search: **SMCM Giving Tuesday 2019**) and invite all of your friends to participate.
2. Connect throughout the day share pictures and memories to **#SMCMGives** – and encourage others to do the same.
3. Give on Tuesday, Dec. 3, at go.smcm.edu/giving-tuesday that day!

BECOUNTED

JOIN US
TUESDAY, DEC. 3

ST. MARY'S
COLLEGE of MARYLAND

12.03.2019

IT'S GIVING TUESDAY

Stop by the Campus Center Patio between 10 a.m. - 7 p.m. to see all the excitement and learn how you can **BECOUNTED**

SCHEDULE FOR THE DAY

GO NUTS FOR "DOUGH" NUTS
10:00 a.m. - 1:00 p.m.
Swing by for a free doughnut

HOT DOG! WE'RE ON A ROLL
1:00 p.m. - 4:00 p.m.
Enjoy a freshly grilled hot dog, on us

THE S'MORE YOU GIVE, THE S'MORE YOU GET
4:00 p.m. - 7:00 p.m.
Treat yourself to our complimentary s'mores station

DON'T FORGET!

Bring your door hanger to the Campus Center Patio to be entered into a drawing for the chance to win one of two \$100 Amazon gift cards!

(extra door hangers will be available on-site)



#SMCMGI♥ES

WELCOME TO THE GIVING TUESDAY HEADQUARTERS

BECOUNTED BY COMPLETING AT LEAST ONE OF THE FOLLOWING ACTIONS:

1

MAKE A DONATION of at least \$10 to St. Mary's College - choose from one of our featured funds, or give to any area of personal significance.

2

SPREAD THE WORD on social media by taking a picture in SMCM branded swag and posting online with #SMCMGI♥ES

3

SHOW YOUR APPRECIATION to our donors by writing five thank you notes (students only)

PARTICIPANTS WILL RECEIVE A BRANDED PHONE GRIP

QUESTIONS? ASK ONE OF OUR VOLUNTEERS FOR DETAILS!

BECOUNTED AT THE DONATION STATION

YOU CAN DONATE BY...

1. Taking your credit card for a swipe at our donation station
2. Using our online giving form at go.smcm.edu/giving-tuesday
3. Making a check out to "SMCM Foundation"
4. Handing us straight cash!

Make a gift of at least \$10 to one of our featured funds or an area of personal significance and you earn a vote for the Alumni Council Challenge and receive an SMCM popsocket!

QUESTIONS? ASK ONE OF OUR VOLUNTEERS FOR DETAILS!

BECOUNTED AT THE THANK YOU STATION

YOU CAN PARTICIPATE BY...

Writing five notes to let our donors know how much you appreciate their support this **GIVING TUESDAY** and receive an SMCM phone grip!

Sample messages provided.

QUESTIONS? ASK ONE OF OUR VOLUNTEERS FOR DETAILS!

BECOUNTED AT THE VOTING BOOTH

YOU CAN VOTE BY...

1. Donating at least \$10 to one of our featured funds or an area of personal significance.
2. Watching the 22 videos submitted by student clubs and varsity teams.
3. Selecting the group you think made the best video highlighting what is unique about student life at SMCM.
4. Giving your completed form to one of our Giving Tuesday volunteers.

To encourage more student involvement this Giving Tuesday, the Alumni Council rallied together to donate over \$50,000 to award to the student clubs and varsity teams that create the best videos highlighting the unique student life at SMCM.

Please note Clubs will only compete against other clubs and varsity teams will only compete against other teams.

| 1 ST PLACE | 2 ND PLACE | 3 RD PLACE | 4 TH PLACE | 5 TH PLACE |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| \$3,000 | \$2,000 | \$1,000 | \$500 | \$250 |

QUESTIONS? ASK ONE OF OUR VOLUNTEERS FOR DETAILS!

FOLLOW ME TO THE CAMPUS CENTER

BECOUNTED

10 a.m. - 7 p.m.

GIVING TUESDAY

#SMCMGI♥ES

BECOUNTED ON

GIVING TUESDAY

#SMCMGI♥ES



**CAMPUS CENTER
10 a.m. - 7 p.m.**

BECOUNTED ON

GIVING TUESDAY

#SMCMGI♥ES



**CAMPUS CENTER
10 a.m. - 7 p.m.**

HEADQUARTERS SIGNAGE



SWEATSHIRTS

We created custom Giving Tuesday giveaways for all student helpers and staff that participated in the Giving Day. The idea was to take the heart motif and link it to our giving campaign ideas & our larger inclusive SMCM community.

GIVING
TUESDAY

#SMCMGIVES

PAY IT FORWARD  #SMCMGIVES
JOIN ASSIST ALUMNI SUPPORT
PHILANTHROPY **SMCM** SHARE
DONATE **GIVING TUESDAY**
BECOUNTED
COMMUNITY CARE
CONNECT Vote
GIVE!
LEAD


ST MARY'S
COLLEGE of MARYLAND

The National Public Honor College



GIVEAWAYS

We created door hangers for on-campus community members to fill out and receive giveaways. We also handed out SMCM branded phone grips & buttons for participating constituents.



#SMCMGIVES

BE COUNTED


TUESDAY, 12.03
CAMPUS CENTER PATIO

Go Nuts for "Dough"nuts
10:00 a.m. - 1:00 p.m.
Swing by for a free doughnut

Hot Dog! We're On a Roll
1:00 p.m. - 4:00 p.m.
Enjoy a freshly grilled hot dog

The S'more You Give, The S'more You Get
4:00 p.m. - 7:00 p.m.
Treat yourself to our complimentary s'mores station

A limited number of SMCM PHONE GRIPS are also available



GIVING TUESDAY

AT ST. MARY'S COLLEGE!

Stop by the Giving Tuesday Headquarters on the Campus Center Patio Tuesday, 12.03 between 10 a.m. - 7 p.m. to join all of the excitement and learn how you can **BECOUNTED** this **GIVING TUESDAY**.

This global day of giving back is not just about donating (that helps, of course), but also about spreading the word and showing appreciation for our donors. Students, faculty, staff, and alumni are encouraged to join in the fun at the Giving Tuesday Headquarters. Help us reach our goal of **1,203** donors on **12.03**.

Enter into a drawing for one of two \$100 Amazon gift cards by filling out information below. Bring this to the campus center patio between 10 a.m. & 7p.m.

DRAWING TAKES PLACE AT 7 p.m.

STUDENT FACULTY STAFF ALUMNI

NAME _____

SMCM ID NUMBER _____

CELLPHONE NUMBER _____




THANK YOU FOR BEING COUNTED

St. MARY'S COLLEGE of MARYLAND

STAGED IMAGERY



WEBSITE CAMPAIGN

GIVING
TUESDAY
#SMCMGIVES

WEB OVERVIEW

The Giving Tuesday website has five phases throughout the year depending on who our audience is and where we are during the timeline.

THE FIRST PHASE goal is to recruit student clubs and varsity teams for our Alumni Council Challenge. Our audience is current students or Alumni Council members to educate them about the challenge and encourage them to sign up for our info session and make the best videos they can.

THE SECOND PHASE goal is to ask everyone to save the date by putting Giving Tuesday on their radar and prep them for what is coming December 3. This is when we announce our goal and ask people to join our Facebook Event to subscribe to updates. Also in this phase, we publish the student created videos and give people the opportunity to view them and decide which they want to vote for on Giving Tuesday. This phase of the website includes our campaign goals and a countdown to the day of Giving Tuesday.

THE THIRD PHASE of the website is called our “Day Of” version. We turned this on at 4 p.m. on December 2. This was similar to our second phase, but we added the floating Give Now button that follows you throughout the site and

our social media Everwall feed so our audience could see all the #smcmgives activity throughout the day. The website includes our goals, videos from our major donor, president of the college and a countdown to when Giving Tuesday is over. We add a scrolling feed of our \$1,000+ donors the day of Giving Tuesday.

THE FOURTH PHASE of the website is our celebratory we-met-our-goal “Day Of” version. We call this “How High Can We Fly.” Basically the same look as “Day Of” but new graphic for the header. Messaging changes from help us meet our goal to help the students win money.

THE FIFTH PHASE is the Thank You phase. We have special content thanking our big donors, the same scrolling donor list from day of, the social media feed so people can look back on the exciting day, and an early recap of our final numbers.



WEB OVERVIEW

| OVERALL SITE TRAFFIC | 2019 | 2018 | PERCENTAGE INCREASE FROM 2018-2019 CAMPAIGN |
|----------------------|--------|--------|---|
| PAGEVIEWS | 10,410 | 8,378 | 24.25% |
| AVERAGE TIME ON SITE | 4.25 | 3.53 | 20.40% |
| UNIQUE VISITORS | 3,833 | 2,614 | 46.63% |
| CONVERSION RATE | 55.60% | 53.60% | 3.73% |

SUMMARY: TRAFFIC IS UP ON ALL OF OUR PAGES, AT LEAST **24%**

ADDITIONAL RESULTS 2019 CAMPAIGN

1

A floating “GIVE NOW” button was added to the SMCM website and used by **518 UNIQUE VISITORS**. Every other donor used the main button or an email button.

2

The Alumni Council Challenge Tracking Page generated over **200 VISITS** to the Giving Form (up from 75 last year).

3

Traffic to our social media toolkit was up **60%**.

4

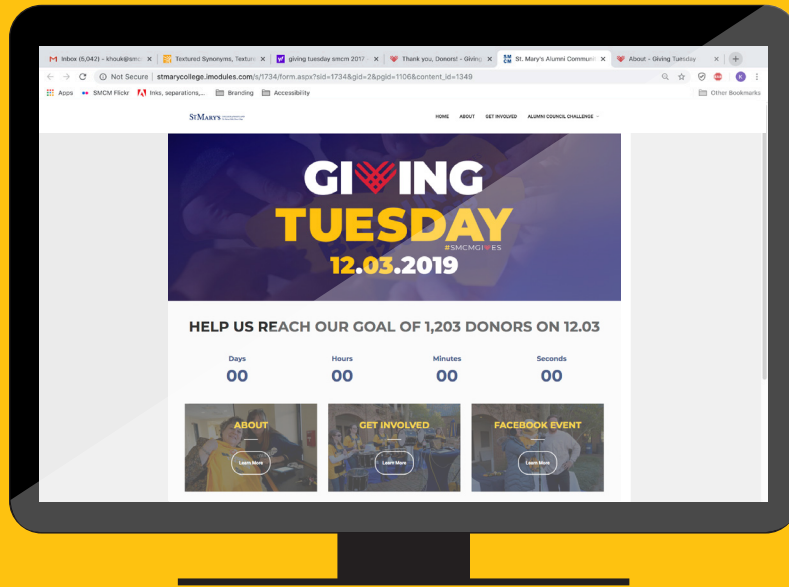
350 people went to our “GET INVOLVED” Page this year. We only had 41 unique visitors to this page last year!

5

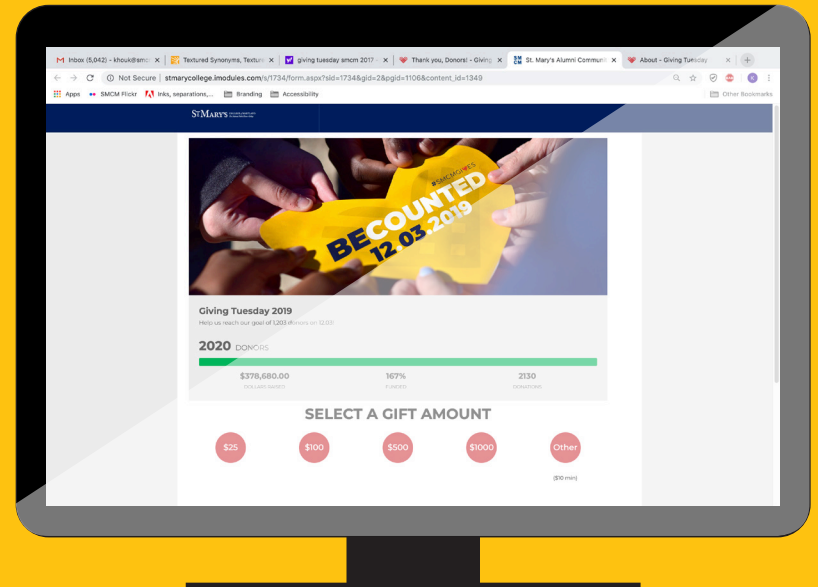
3.73% higher conversion rate this year over last year.



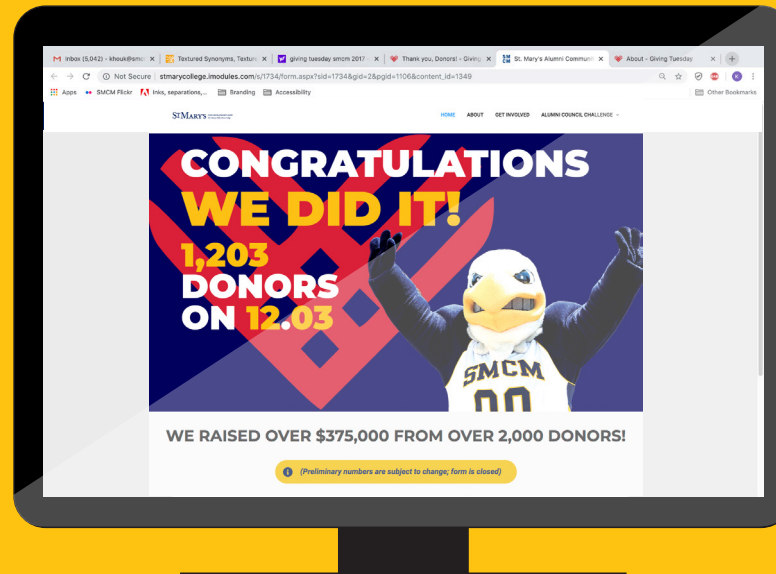
MAIN SITE COUNTDOWN



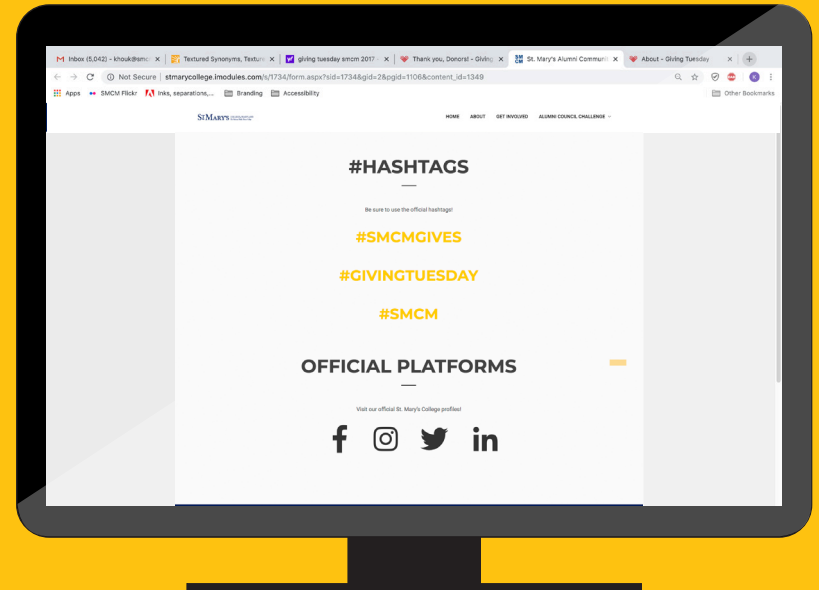
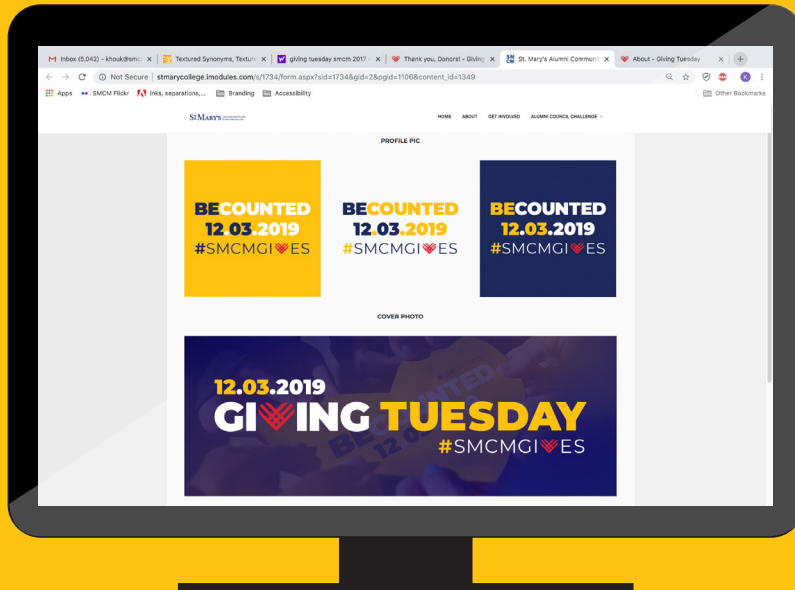
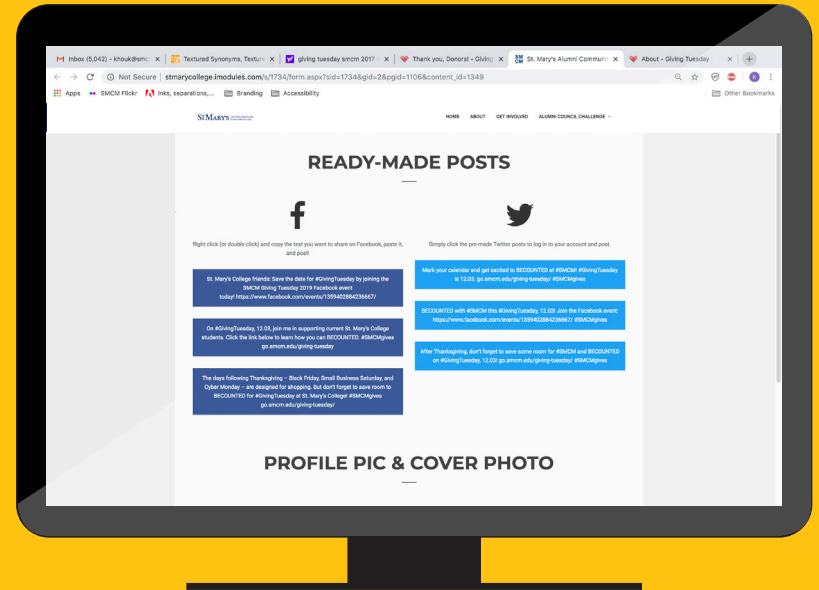
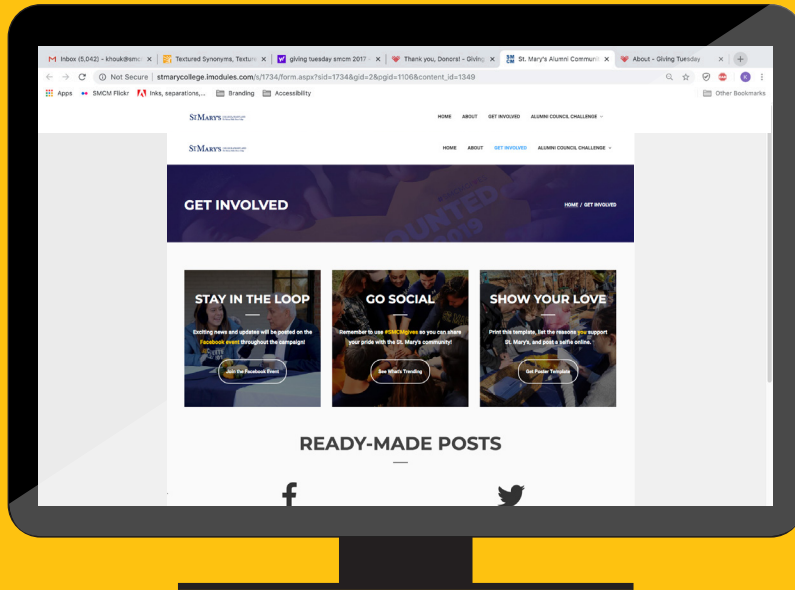
MAIN SITE DAY OF



MAIN SITE DAY AFTER



SOCIAL MEDIA WEB TOOLKIT



SOCIAL MEDIA

GIVING
TUESDAY
#SMCMGIVES



FACEBOOK LIVE - DAY OF

This is the second year the College used Facebook Live as a way to showcase the energy on campus during Giving Tuesday. We planned five live segments featuring special guests including President Tuajuanda C. Jordan, members of the College's Alumni Council, students and employees. Our set was located at Giving Tuesday Headquarters on the campus center patio.

Our Facebook Live host updated viewers every two hours beginning at 10 a.m. on the day's donor progress, the Alumni Council Challenge and announced special updates. She would often interact with groups of students nearby, which contributed to campus community involvement.

Because we were nearing our 1,203 donor goal around the time we were to do our final planned segment, we opted to scratch the plan, hit record, and capture the moment we reached 1,203 live.

This platform allowed us to show authentic celebratory reactions in real-time. During this segment Vice President for Institutional Advancement Carolyn Curry passionately spoke about the importance of donating and how much every donation counts for students.



FACEBOOK EVENT PAGE

Our Facebook event page for Giving Tuesday was published three weeks prior to the event. We provided informational posts and videos leading up to the event and on the day of, we posted progress updates using images and video.



DEC 3 SMCM Giving Tuesday 2019
Public · Hosted by St. Mary's College of Maryland and 2 others

✓ Going ▾

Tuesday, December 3, 2019 at 12:01 AM – 11:59 PM
6 days ago

St. Mary's College of Maryland
47645 College Drive, St. Marys City, Maryland 20686 [Show Map](#)

✉ Invited by Gretchen Phillips

St. Mary's College of Maryland
November 5 · 🌐

Hey! Look at you looking at Solomon looking at you!

On 12.03 the St. Mary's College community will rally together once again for Giving Tuesday. Being SO INSPIRED by last year's success, Solomon the Seahawk wants to #BECOUNTED too!

Over the next couple of weeks, Solomon will take us on a campus tour and show the many ways in which your #SMCMGIVES donations support College initiatives and most importantly, our students. ... [See More](#)

👍👍👍 Conner Wolfe, Kelley Hernandez and 13 others · 5 Shares

St. Mary's College of Maryland
December 3 at 12:57 PM · 🌐

We're halfway there! #smcmgives

👍👍👍 12

St. Mary's College of Maryland
December 3 at 4:23 PM · 🌐

In honor of Don Stabile's 40th anniversary at SMCM, he's added a Bonus Challenge! If we raise \$40k in 4 hours, from 4 p.m. - 8 p.m., he'll donate an additional \$40k! Help us make it to \$159,080!

👍👍👍 16 · 1 Comment 1 Share

St. Mary's College of Maryland
November 15 at 1:56 PM · 🌐

Hello friends! Solomon here, stopping by with my exciting weekly #GivingTuesday campus updates!

Did you know that a BIG INITIATIVE supported by your #GivingTuesday donations are the many scholarship opportunities for our incredible students? The SMCM scholarships allow students to explore their vast interests, experience a unique campus life and take on the competitive academic environment.

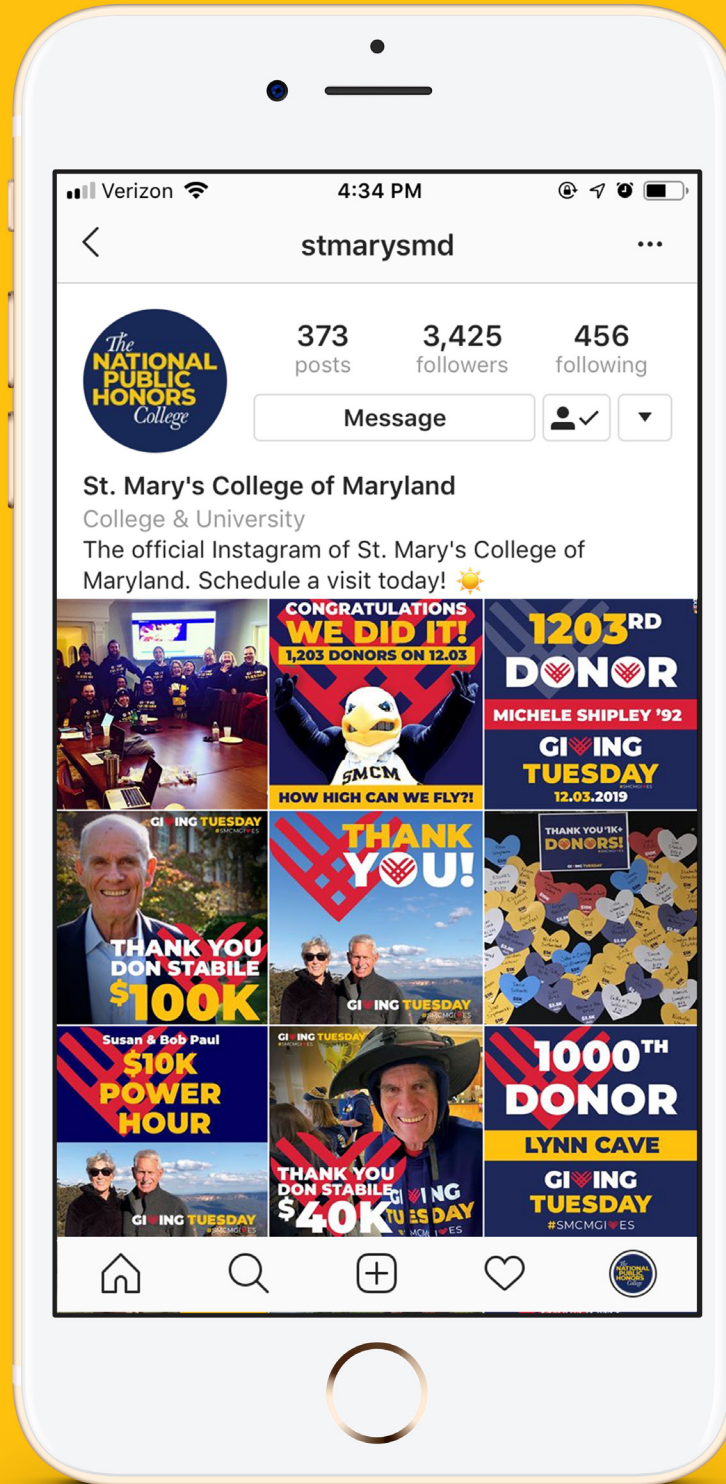
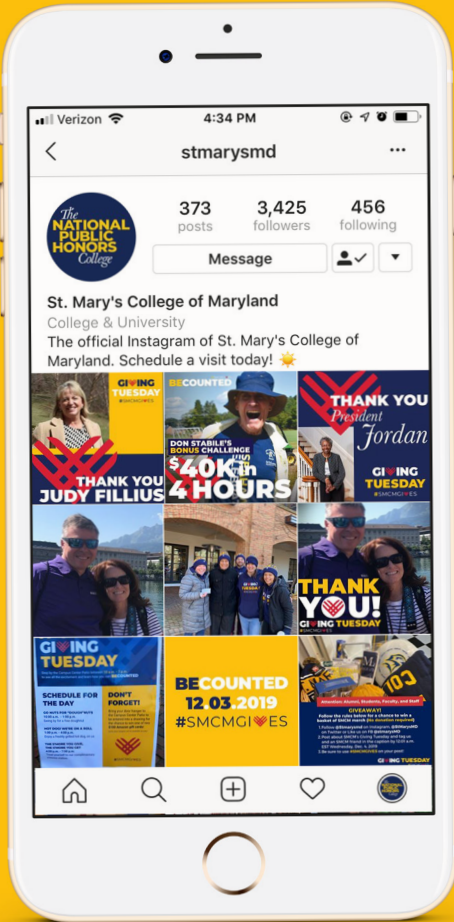
Check out the #GivingTuesday 2019 site: <http://go.smcm.edu/giving-tuesday/>, read more about why my beloved friend Donald Stabile supports SMCM #GivingTuesday and stay tuned for more next week! #SMCMGives #GivingTuesday #WhereisSolomon

👍👍👍 +2

INSTAGRAM

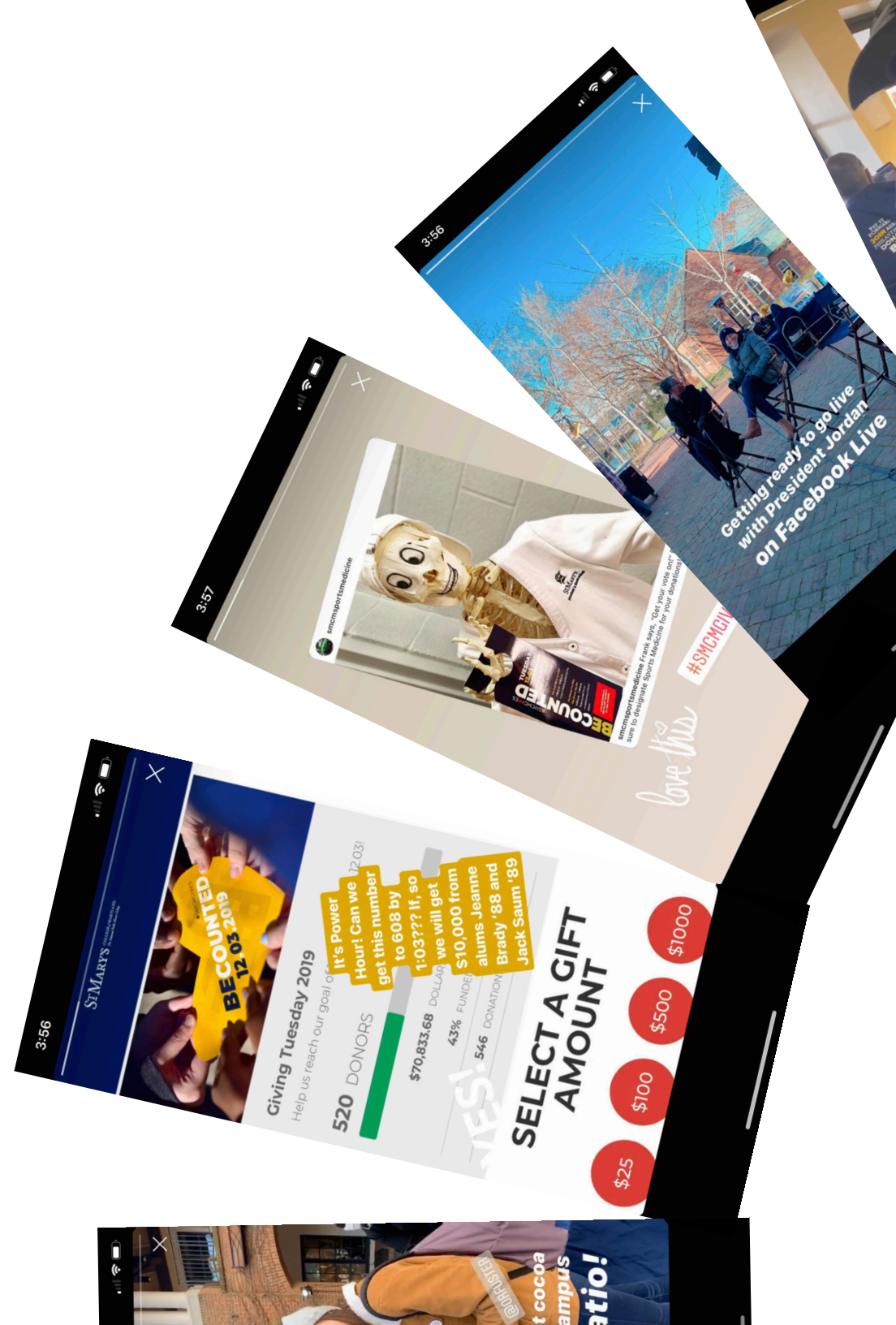
We used our Instagram platform more this year as we have noticed an overall increase of followers and engagement in recent years. Three weeks prior to Giving Tuesday, we began promoting the event, especially the Alumni Council Challenge. On Giving Tuesday, our Instagram timeline was primarily used to update our audience of donor progress, such as reaching our 100th donor and other donor milestones, and thanking our big donors (above \$5,000) with special graphics designed on the spot by our senior graphic designer. We had 17 posts on the timeline this year, compared to 10 last year. The majority of our Instagram engagement was within the “stories” function.

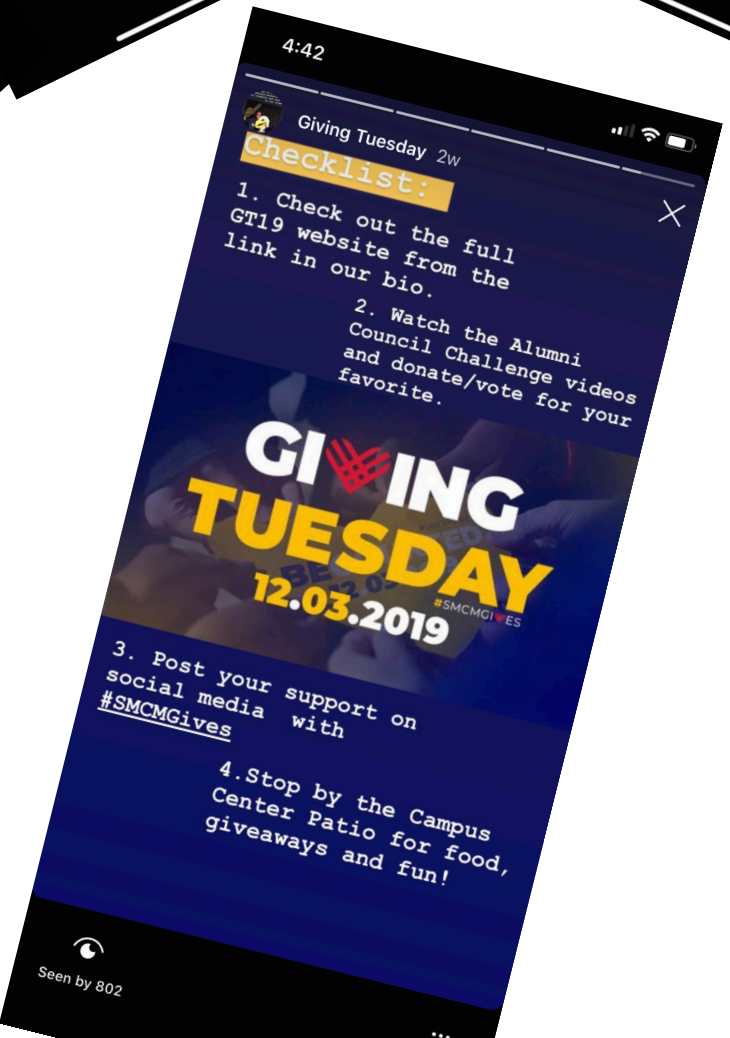
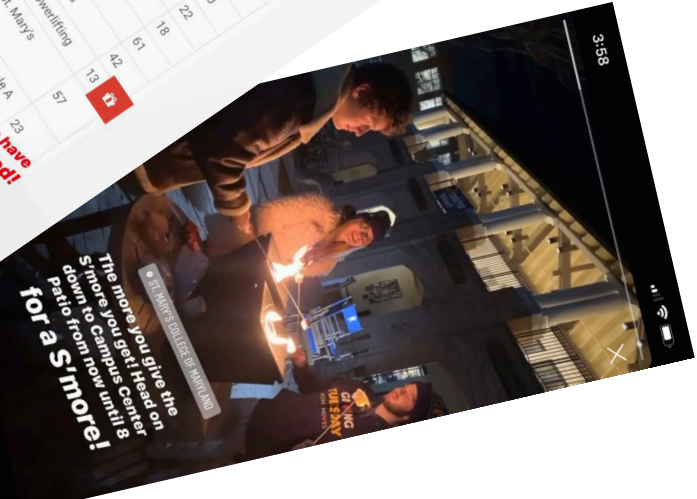
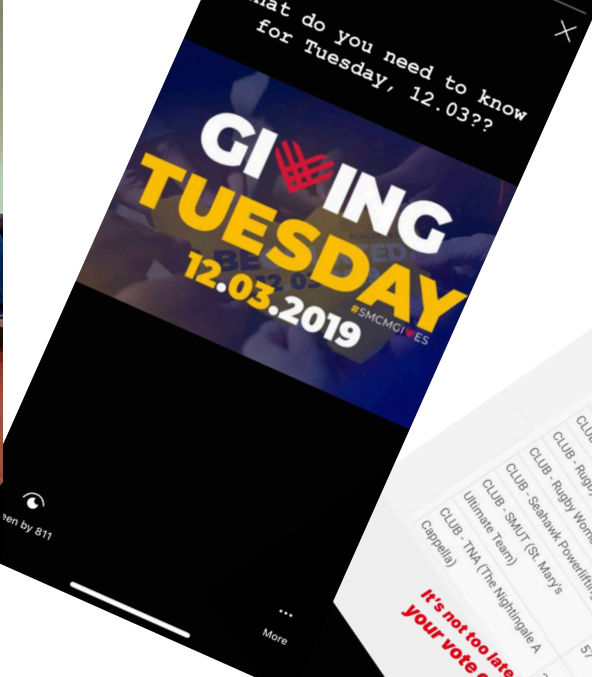




INSTAGRAM STORIES

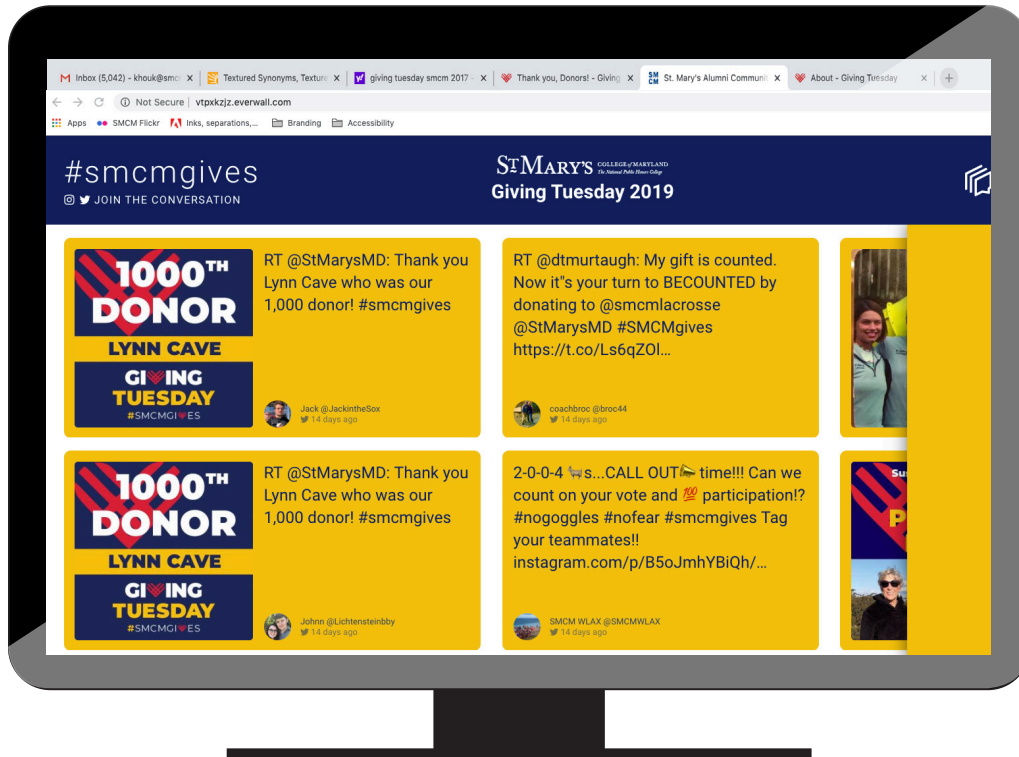
We heavily used Instagram Stories for our Giving Tuesday campaign. Our story began on Dec. 1 as we began hyping up the day and continued through around 9 p.m., Dec. 3. On the day of the event we used the stories function to showcase activities at Giving Tuesday Headquarters and update viewers on donor progress. This platform was used frequently to keep viewers updated on the Alumni Council Challenge as the majority of our audience on Instagram are students and alumni. Our story included 30 posts over the course of two days. In addition to our stories, several student group accounts mentioned St. Mary's College and our Giving Tuesday campaign in their stories, furthering our campaign's reach.





EVERWALL

The team implemented Everwall as a way to track our reach for posts for #smcmgives, as well as our donor and participants. Everwall grids these posts into a scrolling post that links to our main page.



SEE SITE IN ACTION
GO HERE:

[HTTP://VTPXKZZJZ.EVERWALL.COM/](http://vtpxkzjz.everwall.com/)

QUICK STATS*

117

Total Posts Displayed

2.4

Posts Per Hour

56

Unique Participants

3.75

Reach Potential
per unique user

24,303

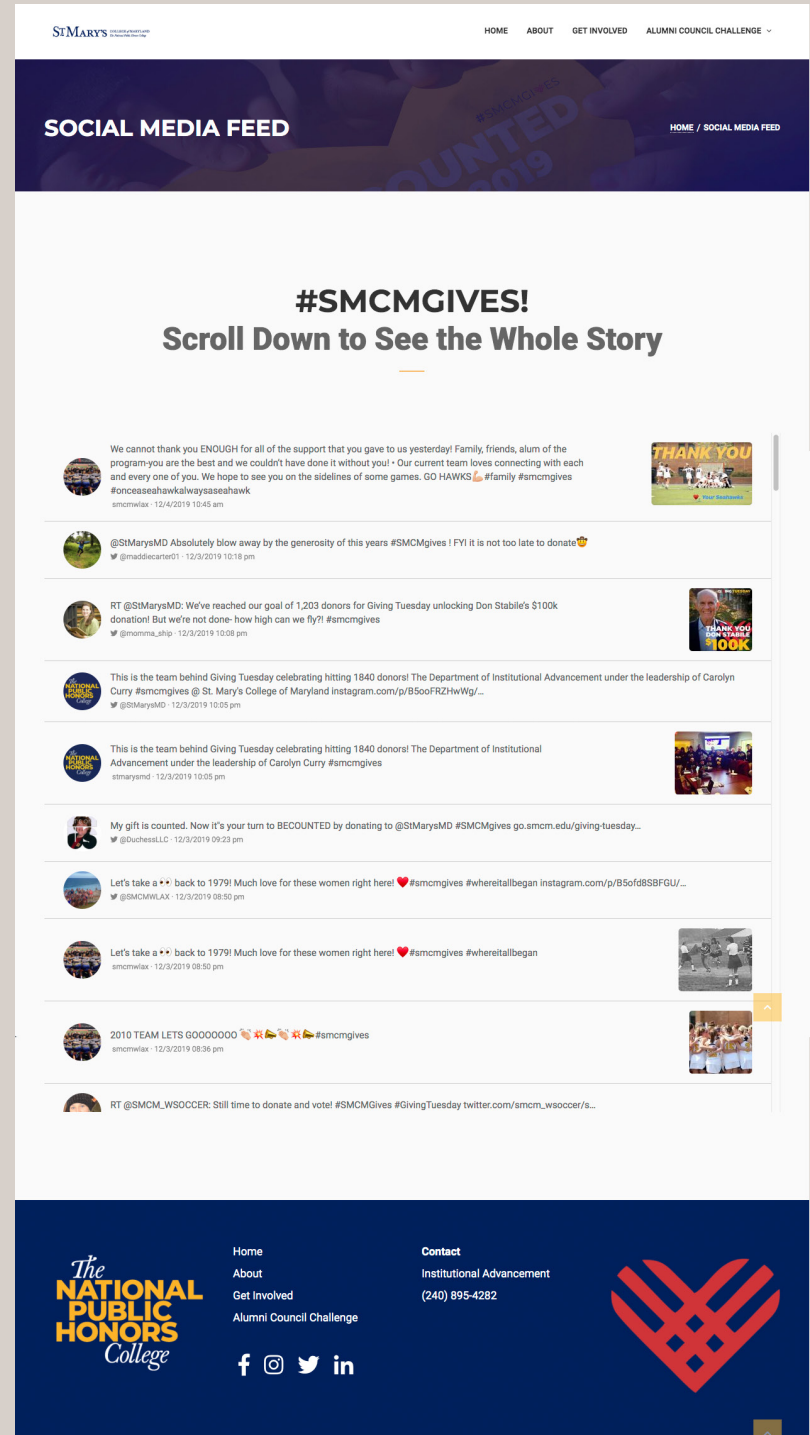
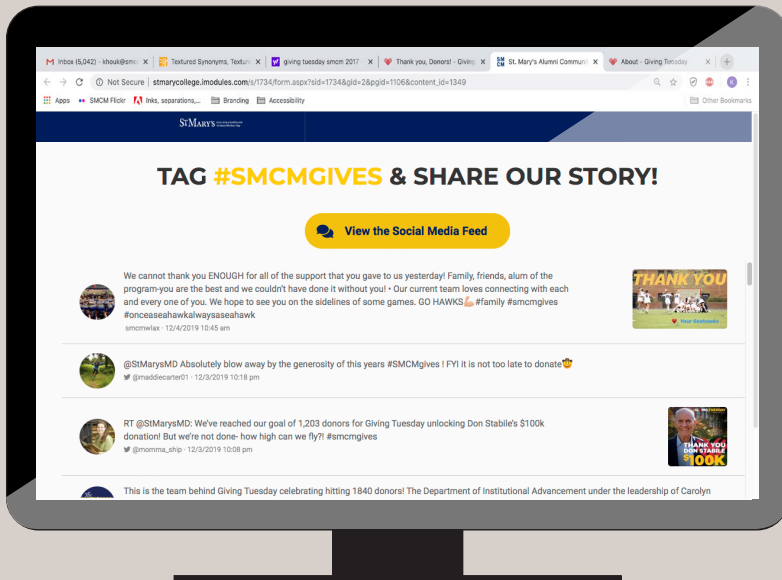
Total Unique Reach

91,053

Total Absolute Reach

**estimated per Everwall*

EVERWALL (Main Webpage)



DONOR RECOGNITION

GI**ING**
TUESDAY
#SMCMGIES

HANDWRITTEN THANK YOU CARD

In order to give a genuine and personalized touch to all of our donors, each donor received a handwritten thank you card from a student that will benefit from their gift.



#SMCMGIVES

BECOUNTED

Your gift to St. Mary's College on Giving Tuesday gives me the opportunity to pursue my dreams and receive an education matched by no other. It's wonderful to know there are people like you who are willing to invest in my future and provide the resources for me to succeed.

PLEASE KNOW HOW MUCH I APPRECIATE YOUR SUPPORT!

THANK YOU FOR YOUR GIFT! I APPRECIATE YOUR CONTRIBUTION AND YOUR DEDICATION TO OUR COLLEGE!

-TAYLOR WORKS, CLASS OF 2021

The NATIONAL PUBLIC HONORS College

ST. MARY'S
COLLEGE of MARYLAND

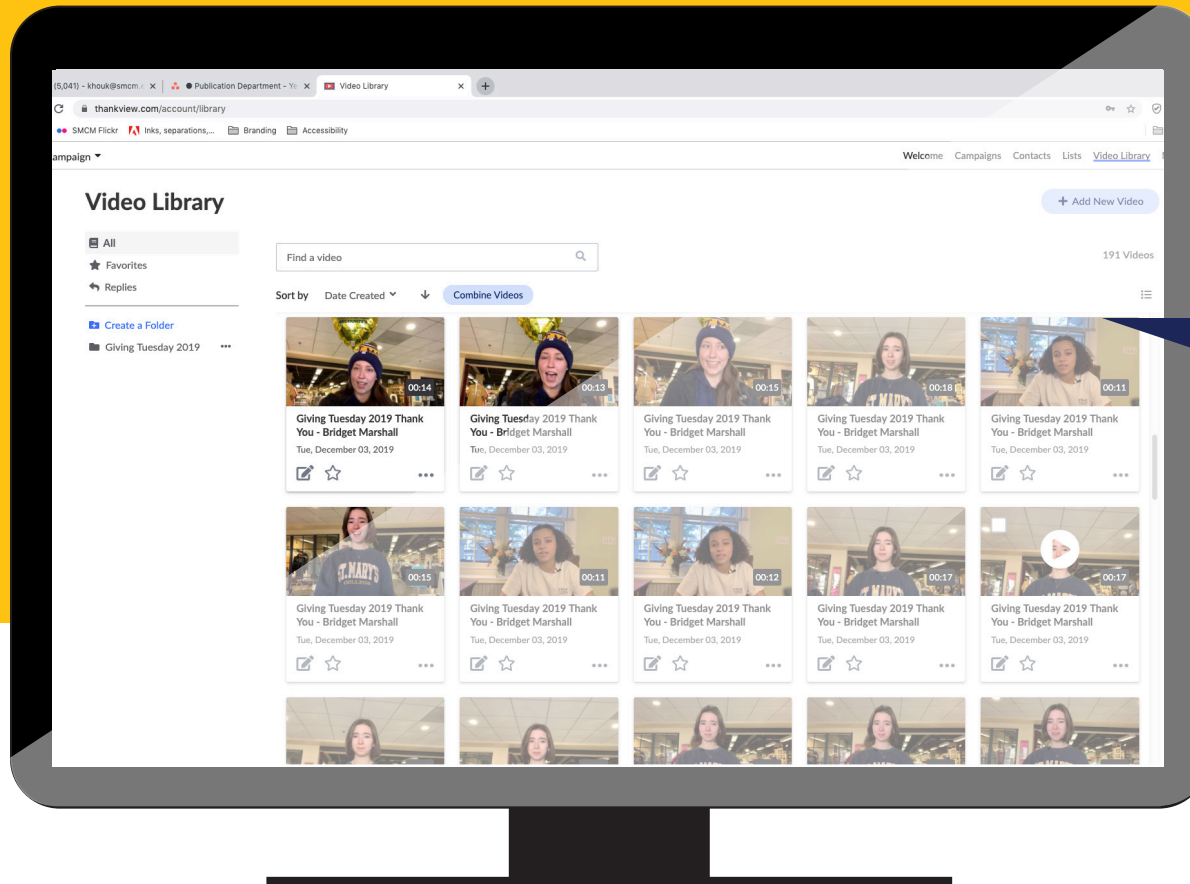
Office of Institutional Advancement
47645 College Drive
St. Mary's City, MD 20686

Nonprofit Org.
US Postage PAID
Leonardtown, MD
Permit No. 10001



THANK YOU PERSONALIZED EMAILS

For all of the donors that give over \$1,000, they receive a personalized "thank you" video from a student. In the video, they are recognized and then are thanked for their contribution.



SEE THANK VIEW
IN ACTION. **GO HERE:**

<https://stmaryscollegemd.thankview.com/video/preview/285D0340-1C24-11EA-90F0-B974C8F67316>

DONOR SOCIAL POST

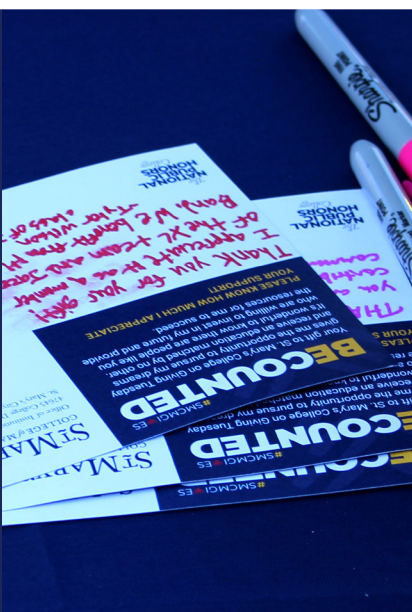
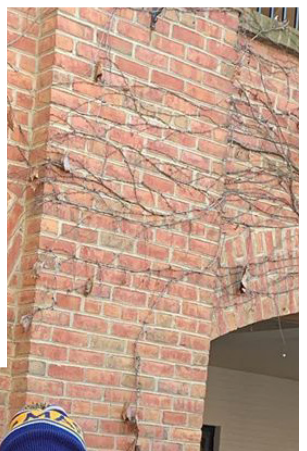
For all donors that give over \$10,000 they receive a custom social media post that is sent out over all of SMCM's social media. This includes Instagram, Facebook, Twitter, and the college website. They are also listed on a scrolling feed on the main giving site. We also included a special shoutout to 70's alums for Donna West's contribution.

For all donors that contributed 1000+ we added them to our in-person donor wall, which was then posted on social media. Each heart corresponds to a level of giving.



12.03 EVENT

GIVING
TUESDAY
#SMCMGIVES









WE DID IT!

OUTCOMES

GIVING
TUESDAY
#SMCMGIVES

OUTCOMES

PRIMARY GOAL:

To increase the alumni giving participation rate 5% for Giving Tuesday



RESULT
6% INCREASE
ALUMNI
PARTICIPATION

SECONDARY GOAL A:

To increase dollars raised on Giving Tuesday by 10% over the previous year



RESULT
32% INCREASE
DOLLARS
RAISED

SECONDARY GOAL B:

To achieve 1,203 unique donors on Giving Tuesday



RESULT
1,965
UNIQUE
DONORS

SECONDARY GOAL C:

To increase the number of student donations by 10%



RESULT
69% INCREASE
IN STUDENT
DONATIONS

ABOUT

ST MARY'S
COLLEGE *of* MARYLAND

The National Public Honors College

GIVING
TUESDAY

#SMCMGIVES

ABOUT ST. MARY'S COLLEGE OF MARYLAND

St. Mary's College of Maryland was founded in 1840. Our 361-acre waterfront campus lies in the heart of the Chesapeake Bay region, adjacent to historic St. Mary's City, Maryland—the 4th-oldest permanent English settlement in North America.

We are **NATIONAL** by distinction. We were the first honors college in the United States, and today we remain one of only two in the country.

We are **PUBLIC** because we are committed to access. Many colleges offer honors programs to select students; but not here. Every admitted student is part of our honors-level liberal arts and sciences education, and at a cost that is genuinely affordable. Currently, there are 1,513 students enrolled at the College.

Lastly, we are an **HONORS** College because we set expectations. We prefer collaboration over cutthroat competition. We respect those who put in the worthy effort and simply can't stop moving forward. To us, honors is about where you're going, not where you're from.



The
**NATIONAL
PUBLIC
HONORS**
College

