



gi  ingtuesday
n  su

2016 CASE Circle of Excellence
Challenge Grant/Matching Gift Programs
GivingTuesday Scholarship Challenge





On December 1, 2015, for the first time ever, New Mexico State University Advancement participated in [GivingTuesday](#), a one-day fundraising campaign. The goal was to raise awareness of student scholarships at NMSU, increase new donors, increase alumni donors, and raise \$250,000 for scholarships. The results far exceeded the goals. The campaign implemented a unique matching gift using funds from NMSU's Alumni License Plate program and funds from the bequest of an anonymous alumnus and added more than \$5.7 million to scholarship funds across the NMSU system.

Online and in-person gifts from donors during the 24-hour period of December 1 totaled \$628,984 and came from 47 states and 3 countries. Another \$834,450 came from members of the NMSU Foundation Board of Directors, which boasted 100 percent participation. Approximately \$229,000 was raised by faculty and staff on [GivingTuesday](#), resulting in approximately 225 new donors. The total number of faculty and staff that participated in [GivingTuesday](#) was approximately 650.

Eighty-two new scholarships were established, and the initiative drew more than 2,440 donors, including 655 who were making their first-ever gift to the NMSU system and 293 new alumni donors.



New Mexico State University sits on a 900-acre campus and enrolls more than 15,000 students from 49 states and 89 foreign countries. NMSU is a NASA Space Grant College and is home to the very first Honors College in New Mexico. A Hispanic-serving institution, NMSU serves a multi-cultural population of students and community members across the state at five campuses, a satellite learning center in Albuquerque, cooperative extension offices located in each of New Mexico's 33 counties, and 12 agriculture research and science centers. Plus, distance education programs give students maximum flexibility.

NMSU's mission is to serve the educational needs of New Mexico's diverse population through comprehensive programs of education, research, extension education, and public service.





During **GivingTuesday**, University Advancement offered a dollar-for-dollar match with funds from NMSU's Alumni License Plate program and funds from the bequest of an anonymous alumnus who was a strong supporter of NMSU and believed deeply in student success. The matching allowed many of our faculty, staff and other donors to establish new endowed scholarships to honor their loved ones or celebrate a person who had an impact on them, leaving a legacy that will create opportunities for more students to pursue their educational goals.

The dollar-for-dollar match inspired others to offer their own unique challenges, and 22 campus administrators, faculty, and staff offered matches, including, but not limited to:

- Chancellor Garrey Carruthers matched \$5 for every new payroll deduction gift (one-time, date-range specified, or ongoing) made to any fund set up on December 1, 2015.
- President John Gratton (NMSU-Carlsbad) matched \$5 for every one-time or payroll deduction gift made by employees at NMSU-Carlsbad to any fund on December 1, 2015.
- Dr. Bernadette Montoya (VP, Student Affairs and Enrollment Management) matched \$5 for every one-time or payroll deduction gift made by employees in her division to any fund on December 1, 2015.
- Dr. Andrea Tawney (VP, University Advancement) matched \$5 for every one-time or payroll deduction gift made by employees in her division to any fund on December 1, 2015.
- Mr. Randy Frye (Director, Advancement Services) matched \$5 for every one-time or payroll deduction gift made by employees in his division to any fund on December 1, 2015.

- Drs. Bill Gould and Robert Steiner (College of Business) made dollar-for-dollar matching gifts totaling \$600 for alumni donations to the Applied Statistics Current Use Graduate Scholarship. Dr. Kevin Boberg (VP, Economic Development) matched \$25 for every one-time or payroll deduction gift made by employees of the Arrowhead Center to any fund on December 1, 2015.
- Dr. Steven Stochaj (Interim Dean, College of Engineering) matched \$5 for every one-time or payroll deduction gift made by College of Engineering faculty and staff on December 1, 2015.
- Dr. Miriam S. Chaiken (Dean, William Conroy Honors College) contributed one dollar for every Crimson Scholar who contributed \$5 or more to the International Scholarship Fund.
- Dr. Elizabeth A. Titus (Dean, NMSU Library) matched \$5 for every one-time gift or payroll deduction gift made by Library employees to the Elizabeth McKenney Titus NMSU Library Student Employee Scholarship Fund on December 1, 2015.
- Dr. Donna L. Wagner (Dean, College of Health and Social Services) made a \$5 donation for every department chair and dean's staff who made a one-time or a payroll deduction gift to scholarships and funds in the College of Health and Social Services. Additionally, Dean Wagner made a contribution (1 lb. of Goodhue Farm pecans per donor) to the Aggie Cupboard for the department with the highest percentage of faculty and staff giving.
- Mr. William Kilroy (Department Head/Professor: Theatre Arts) made a \$10 donation to Theatre Arts Scholarships for every student that donated any amount to Theatre Arts Scholarships made on [GivingTuesday](#).
- Dr. Andrea Tawney (VP, University Advancement) matched each Alumni Delegate at \$10 for every gift they made on [GivingTuesday](#).
- Leslie Cervantes (Associate VP of Alumni Engagement, Participation and Stewardship) matched each Alumni Delegate at \$10 for every gift they made on [GivingTuesday](#).
- Adrian Bautista (Assistant Director of Annual Giving) matched each Alumni Delegate at \$5 for every gift they made on [GivingTuesday](#).
- Colleen Payne (Alumni Relations Officer) matched each Alumni Delegate at \$5 for every gift they made on [GivingTuesday](#).
- Katherine Vandertulip (Assistant Director of Alumni) matched each Alumni Delegate at \$5 for every gift they made on [GivingTuesday](#).
- Dolores Cardoza (Alumni Relations Officer) matched each Alumni Delegate at \$5 for every gift they made on [GivingTuesday](#).
- Dr. Steve Elias (Professor of Management) matched each College of Business Student Ambassador at \$10 for every gift they made on [GivingTuesday](#).
- Adrian Bautista (Assistant Director of Annual Giving) matched each College of Business Student Ambassador at \$5 for every gift they made on [GivingTuesday](#).
- Dr. Jim Nelson (Professor of Information Systems) matched each College of Business Student Ambassador at \$10 for every gift they made on [GivingTuesday](#).
- Dr. Kevin Marvel (Executive Officer of the American Astronomical Society) donated \$50 for every Astronomy Alum that made a contribution on December 1 to one of the three Departmental Scholarship Funds in the Astronomy Department: The Astronomy Dept. Scholarship Fund for Graduate Students, The A.S. Murrell Memorial Endowed Scholarship Fund and The William Webber Voyager Current Use Graduate Scholarship.
- In addition, a generous donor provided a \$2,500 matching gift when 500 online gifts were received between 8:00 a.m. and 6:00 p.m. on December 1.

“My experience at NMSU would not have been possible without the help of scholarships. As a young alumnus, I was excited to participate in NMSU’s GivingTuesday, knowing that my contribution will have the potential to afford a student with the same education and opportunities that gave me the foundation for my career.”

**Aaron Villalobos ‘06
NMSU College of Arts & Sciences**

Marketing

39 facebook posts



37 tweets & retweets



25 instagram posts



#givingtuesday

34 appeal and informational emails created to send to alumni, donors, faculty, staff, students, & community members



2 informational & donation webpages



4 public service announcements

2 live broadcasts **1** radio interview



3 broadcasts

3 t.v. news interview



8 articles

2 guest columns

1 publisher's column **2** featured coverages



10,000 newspaper inserts



25,000 appeal postcards

Logo

The GivingTuesday NMSU Logo incorporates the national GivingTuesday design with NMSU color palettes and fonts.



One day can make a difference.

One day ~~can~~ *did* make a difference.


givingtuesday
nmsu december 1, 2015
#givingtuesday




Social Media (internal and external audience)

Facebook

**NMSU Alumni and Friends**▼



Written by Mandy Bradford [?] · December 1, 2015 · 

#GivingTuesday update: We've raised \$276,538 to support student success at #NMSU!






1,897 people reached Boost Post



610 Views



 Like  Comment

NMSU Alumni and Friends, Lawan Bukar, Alexis Duprey, Beth Cole and 3 others like this. Top Comments ▾

12 shares

 Write a comment...  

 **Sel Chavarria** Wesley Jackson....you're everywhere!!
Unlike · Reply · Message ·  4 · December 1, 2015 at 2:08pm

 **Jamie Hester Thomas** Go Dr. Hubbell
Unlike · Reply · Message ·  2 · December 1, 2015 at 2:23pm

Twitter



Instagram



Web

An informational webpage was created to educate the community about the event. The donation page went live the night before the event for international and EST donors. There were 1,864 new user visits to support.nmsu.edu in December 2015.

The screenshot shows the NMSU Giving Tuesday website. At the top, the NMSU logo and name are displayed, along with the tagline "All About Discovery!" and "University Advancement". A navigation menu includes links for "Giving Tuesday", "Alumni", "Donors", "Faculty/Staff", "Friends", "Parents", "Students", "Ways to Give", and "Give Now". The main content area features the "givingtuesday nmsu" logo with the date "december 1, 2015" and the hashtag "#givingtuesday". Below the logo is the slogan "One day can make a difference." with the word "did" written in red cursive over the word "difference". A video player shows a man, identified as Garrey Carruthers, Chancellor of NMSU, speaking. To the right of the video are links for "Our Students Giving Back", "Your Gifts in Action", "Your Gifts Help Children", "Giving Tuesday Challenges", and "Giving Tuesday FAQ's". Below the video are sections for "Follow Us On Twitter: @NMSUAlumFriends" and "Follow Us on Instagram: @NMSUAlumFriends". The Twitter section shows three tweets from NMSU News and NMSU Alum & Friends. The Instagram section shows a grid of 12 photos of students and staff. At the bottom right, the "givingtuesday nmsu" logo is repeated, along with contact information for NMSU Giving Tuesday: Telephone: (575) 646-1613, Toll Free: 1 (800) 342-6678, and Email: annualgiving@nmsu.edu.

NMSU New Mexico State University
All About Discovery!
University Advancement

Giving Tuesday Alumni Donors Faculty/Staff Friends Parents Students Ways to Give **Give Now**

givingtuesday nmsu december 1, 2015 #givingtuesday

One day can make a difference. *did*

A #GivingTuesday Thank You from Chancellor Carruthers

Garrey Carruthers
Chancellor, New Mexico State University system

Follow Us On Twitter: @NMSUAlumFriends

Follow Us on Instagram: @NMSUAlumFriends

Our Students Giving Back
Your Gifts in Action
Your Gifts Help Children
Giving Tuesday Challenges
Giving Tuesday FAQ's

NMSU Giving Tuesday
Telephone: (575) 646-1613
Toll Free: 1 (800) 342-6678
Email: annualgiving@nmsu.edu

Segmented emails

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n  **su** december 1, 2015
#givingtuesday



NMSU alumni and friends live on every continent. You have returned to your country of birth or have made a home far from Las Cruces. Months, or even years, may pass before you see another Aggie, but you will always remain a member of the NMSU community.

On December 1, NMSU will hold its first ever GivingTuesday. This global day of philanthropy encourages individuals like you to make a gift in support of education, and other causes that mean the most to you.

Please make a secure credit card gift to support a student who is following in your footsteps in your department or college at advancing.nmsu.edu/givingtuesday.

As a special incentive, your scholarship gift will be matched dollar-for-dollar. That means the impact of your gift will be doubled.

Our giving page will go live at 10pm Mountain Time on November 30 and remain open until 3am on December 2. All our alumni and friends in the U.S. have 24 hours to make their gift.

Choose the time to give based on your own time zone, then use social media or email us at annualgiving@nmsu.edu and share where you were when you made your gift!

Thank you for making a gift to NMSU on this global day of philanthropy.

University Advancement
PO Box 3590, Las Cruces, NM 88003
(800) 342-6678 | support@nmsu.edu



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n  **su** december 1, 2015
#givingtuesday



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**Giving
Tuesday
is here!**

One day can make a difference.

Are you ready for GivingTuesday? NMSU President Garrey Carruthers just kicked off GivingTuesday with his gift. Will you join him? Your gift will assist our students in earning their college degree.

"This is an exciting day to be a donor and member of the NMSU family. GivingTuesday is going to have an incredible impact for years to come," President Carruthers says. Today, the NMSU community supports the idea that one day can make a difference. To further impact, all gifts to scholarships will be matched, dollar-for-dollar!

Our secure online giving page at advancing.nmsu.edu/givetoday will be available until 3:00 a.m. (Mountain Time) on Wednesday, December 2. Locally, join us at NMSU's Corbett Center Student Lounge to celebrate with day-long events until 6 p.m. Parking for GivingTuesday donors during this event will be available in lot 17N in front of Corbett Center Student Union.

An alumnus from NMSU's College of Business (Bachelor's '73, Master's '75) has raised the stakes for Giving Tuesday. When NMSU receives 500 online GivingTuesday contributions, he will make an additional gift of \$2,500 toward NMSU endowed scholarships.

Don't miss your chance to support NMSU's GivingTuesday!

Visit advancing.nmsu.edu/givingtuesday for more information.

University Advancement
PO Box 3590, Las Cruces, NM 88003
(800) 342-6678 | support@nmsu.edu



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#GivingTuesday Special Announcement:
Thanks to generous challenge donors, your scholarship gift received on or before December 1, 2015 will be matched dollar-for-dollar. Double your impact by acting now!*

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nmsu #givingtuesday
One day can make a difference
did

Ask
me about
givingtuesday
nmsu
One day can
make a difference

* Think you missed the boat? No need to worry. All gifts submitted in this envelope or at givingtuesday.nmsu.edu/givingtuesday before December 1, 2015 will be matched as a tax-deductible gift.

"One day
can make a
difference."
did

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nmsu
december 1, 2015
#givingtuesday

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advancing.nmsu.edu/givingtuesday

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nmsu #givingtuesday
One day can make a difference.
did

I GAVE
givingtuesday
nmsu

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nmsu

THANK YOU
givingtuesday
nmsu

“We had our community, our Foundation board, our regents, our alumni, our advancement team, our faculty and staff, and our students really step up today. We’ve been saying all along that **one day can make a difference, but this really surpassed our expectations.”**

**Andrea Tawney
NMSU Vice President
for University Advancement**

Participation

100%

from NMSU Foundation Board

100%

from NMSU Board of Regents

100%

from NMSU University Advancement Staff

100%

from NMSU Alumni Student Delegates



286

first time alumni donors



655

new donors

2,440

donations made

\$\$\$\$\$\$\$\$

“GivingTuesday was about ordinary people coming together to do extraordinary things. Our Aggie alumni came together on that day and truly supported their alma mater.”

**Amy Bigbee '79
NMSU College of Business**



Results

82

scholarships created

\$229,000

donated by faculty & staff

\$5.7

million

generated for NMSU scholarships

\$628,984

contributed day of

\$834,450

donated by NMSU boards



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