



CORNELL
Giving Day

Giving Day 2024

March 14, 2024

12:00 a.m. to 11:59 p.m. EST.

Presented to Student Library Advisory Council (SLAC) on Feb 19, 2024,
by Michelle Houle Hitz (mmh11)



What is Giving Day?

Cornell Giving Day 2024 will be an energetic, inspiring, 24-hour virtual gathering of alumni, parents, staff, students, faculty, and friends in support of a better Cornell and a better world.

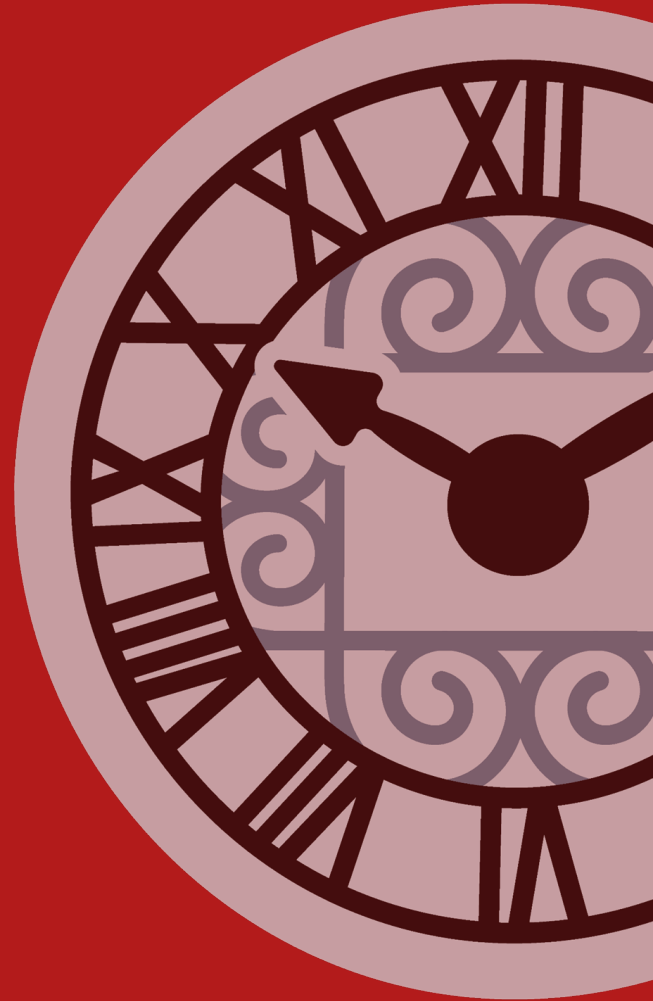
Goals:

- Increase the number of donors to Cornell
- Raise additional support for the colleges and units
- Top dollar and donor totals from previous Giving Day events

How it works...

- Every online and over-the-phone gift given on March 14 counts toward the total, regardless of designation. The Giving Day website displays a real-time running tally of the total number of donors and dollars raised overall, as well as for each college and unit.
- Colleges and units partner with central AAD in coordinating email messages, as well as other ways of driving excitement, competition, and gift-giving. The day is structured around challenges, during which colleges and units work to earn bonus money.
- Challenges on Giving Day will unlock challenge pools of money. They are designed to incentivize broad participation and outreach. Unless specified otherwise, bonus funds go to the annual fund of the college or unit winning the challenge or the parent annual fund for any support area designation.

**Giving Day at
Cornell University Library**



Cornell University Library: Past Success



Giving Day	Dollars Raised	Donors
2023	\$ 133,388.00	333
2022	\$ 134,333.00	252

Giving Day 2023:

- 1 of 12 Cornell Colleges & Units that reached their Raise the Bar Goal
- 75% increase in total donors
- Strong faculty and staff participation

Library Giving Day Challenges 2024

Library donor challenge: When we reach our first 100 donors we unlock an additional \$10,000 towards the Library Annual Fund thanks to our Library Advisory Council

Library 1:1 match: Thanks to the generous support of Library Advisory Council members the first \$20,000 in donations to the Library Annual Fund will be matched dollar-for-dollar

Faculty/Staff Challenge: When the first 50 Cornell faculty or staff make a gift to the Library on Giving Day, we unlock a \$5,000 gift to the Cornell University Library Annual Fund thanks to Carl A. Kroch University Librarian Elaine Westbrook

Student Pop-Ups

Mann Library

10-11:30am

Olin Library

3-4:30pm



Student Pop-Up Goals

While it would be great to raise money on the spot, the primary goals of student pop-ups are to:

- Get students and faculty excited about the Library
- Raise awareness about the Library's need to raise funds
- Thank donors
- Have fun!



Student Pop-Up ideas

- Raffle
- Photo Booth
- Thank you postcards
- Gratitude Board
- Trivia & spin wheel (University and/or Library themed)
- Prizes/snacks
- Other?



Brainstorm and Q&A

