



UConn Gives 2025 Information Session

Agenda

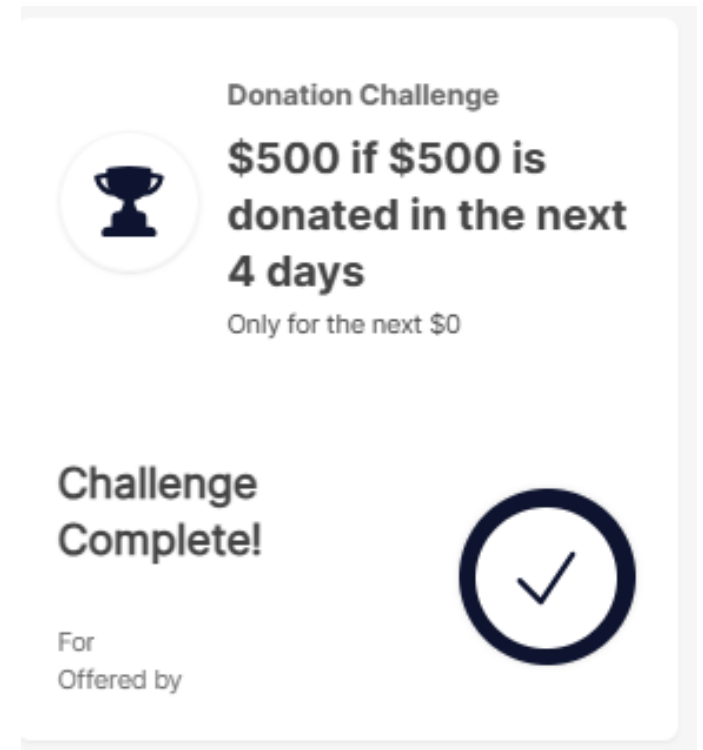
- Overview
- New this year
- Get ready
- Foundation support

What is UConn Gives?

- UConn Gives is a 36-hour giving initiative that brings UConn Nation together to support and celebrate what they care about at UConn.
- UConn Gives was introduced in 2018 as a university-wide **crowdfunding** initiative to encourage participation from alumni, students, faculty, staff, and friends of the university.
- This year's initiative will kick off Founders' week, starting at 7 a.m. on **Monday, April 21** and ending at 7 p.m. on **Tuesday, April 22**.
- Our goal for UConn Gives 2025 is to create a University-wide giving day, that promotes institutional pride.

New This Year

- No Applications
 - All established Foundation funds are included on UConn Gives giving form
- New Giving Platform
- Donor-generated matches and challenges



This year's theme: **UConn Gives**

- We want donors to see themselves in UConn Gives and that's why we're asking donors to “Put the YOU in UConn.”
- More information on this year's theme will be included in the forthcoming UConn Gives toolkit.



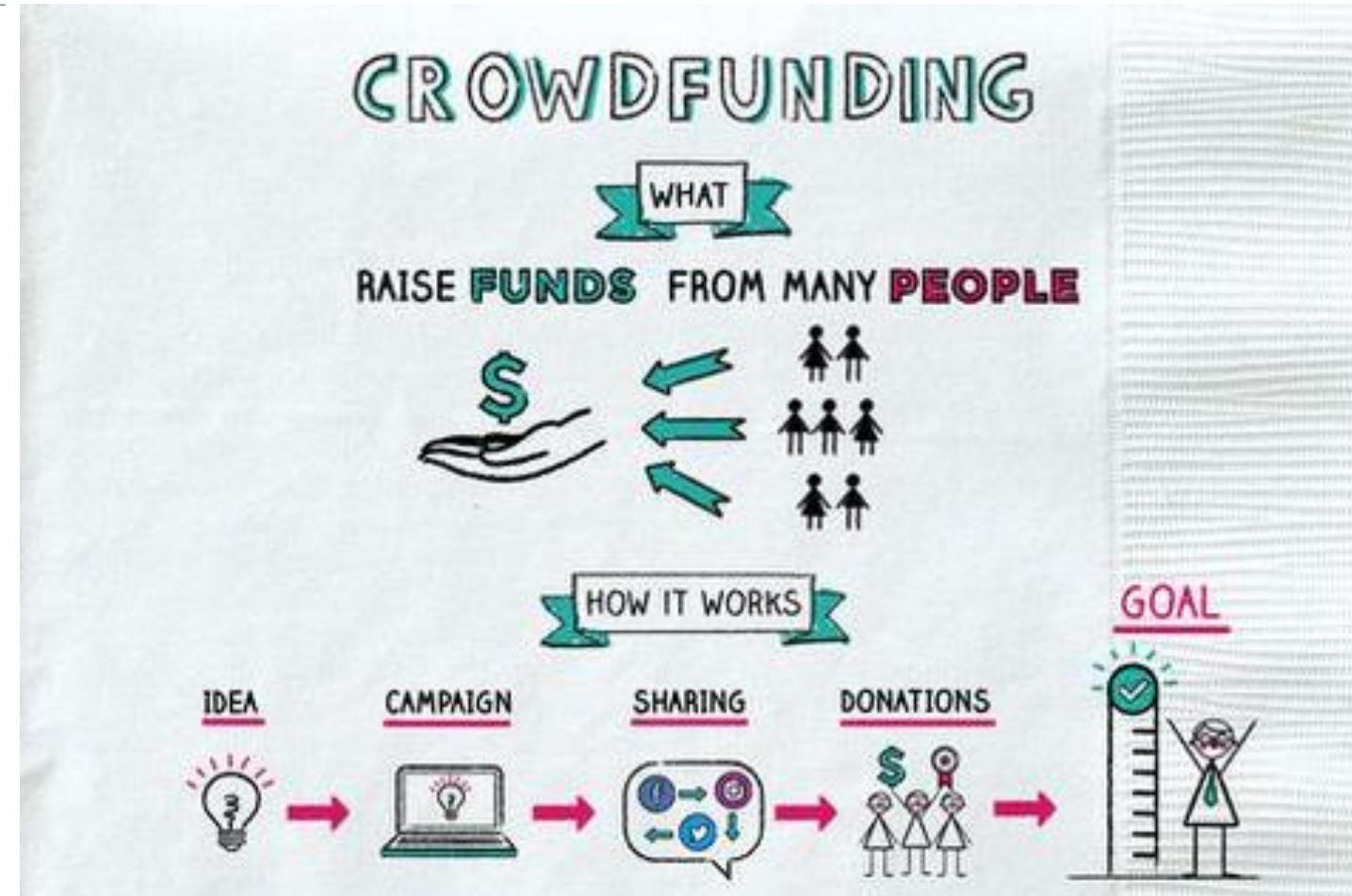


Get Ready



Crowdfunding 101

Definition: Raising many **small amounts** of money from **a large number of people** typically via the internet.



"At its core, fundraising is Storytelling x Sharing. 80-90% of the funding you'll receive comes from the traffic you generate from your own marketing efforts. If you can't get people who know you to donate, you won't convince a stranger."

Contributions come after connections."

- Community Funded

Preparing a strong campaign

Tell a story	Networking	Marketing	Stewardship
Make donors excited about supporting your cause.	Help build momentum for your cause.	Engage prospective donors through photos, video, and curated content.	Showing gratitude for your donors is a crucial part of UConn Gives.

Creating and sharing your story

Developing your story

Use these prompts to start developing your story:

- What is unique about your unit/department/fund?
- What are you raising money for?
- What is the impact of the individual's donations?

Sharing with your network

- Determine your audience(s)
- Prepare content
 - Before, during, and after (don't forget your stewardship!!)
- Use multichannel promotion

Activating Your Network

Ready to expand your reach? Sign up to become an advocate!

Sharing your reason for giving will inspire others to do the same. **Peer to peer outreach is the strongest way to ensure your campaign is successful.**

How to Become an Advocate:

- Share with your Network
- Create a Match or Challenge
- Create your Personal Video

Become an Advocate and be recognized for your impact!

Log In or Sign Up to get started

Share with your Network
Share the campaign to track the number of clicks, gifts and dollars you generate (Note: If you share without signing up or logging in, your impact will be counted as Community Advocate)

[f Share](#) [X Post](#) [in Share](#) [Copy](#)

Inspire your Friends & Peers
Encourage others to give with a Matching Gift or Challenge.

[Offer a Matching Gift](#) [Offer a Challenge Gift](#)

Tell your Story
Create a Personal Video encouraging others to join you in supporting the campaign.

[Create Your Personal Video](#)



Foundation Support



Toolkit – COMING SOON!

The UConn Gives toolkit is there to help kickstart your preparation. In the toolkit you will find:

- Logos
- Thematic Messaging
- Sample Content
 - Email
 - Social
- Stewardship Examples
- Helpful tips and reminders



Reaching UConn Nation

- Email
- Social
- Print
- Autofill donation form links

Want to learn more about UConn Gives before the big day?

- Join our email list: <https://www.foundation.uconn.edu/uconn-gives-email-communication-list/>
- Attend an Office Hours Session



FAQs



Frequently Asked Questions

How long will it take for me to access the funds we raised?

- Please allow for a few weeks for reconciliation

How can we request a list of donors?

- Donor lists for stewardship can be requested through email following UConn Gives.

msanzo@foundation.uconn.edu

How will we be able to track our group's progress?

- We will have leaderboard on the main giving page where you can track your dollars and donors.



SAVE THE DATE:

Monday, April 21 - Tuesday, April 22.

