



# UConn Gives 2025 Information Session



## **Agenda**

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

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## What is UConn Gives?

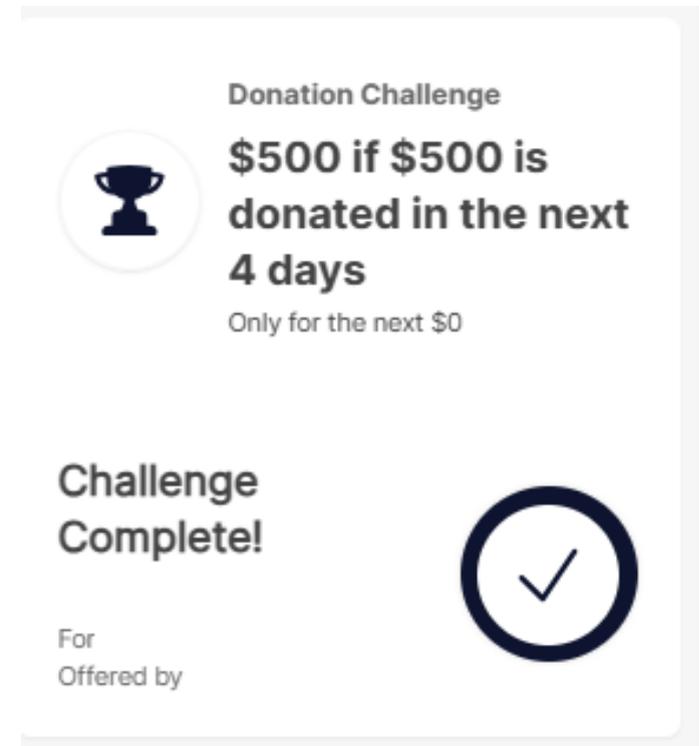
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- UConn Gives is a 36-hour giving initiative that brings UConn Nation together to support and celebrate what they care about at UConn.
- UConn Gives was introduced in 2018 as a university-wide **crowdfunding** initiative to encourage participation 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

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



**Donation Challenge**  
**\$500 if \$500 is donated in the next 4 days**  
Only for the next \$0

**Challenge Complete!**

For Offered by



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

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- 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.



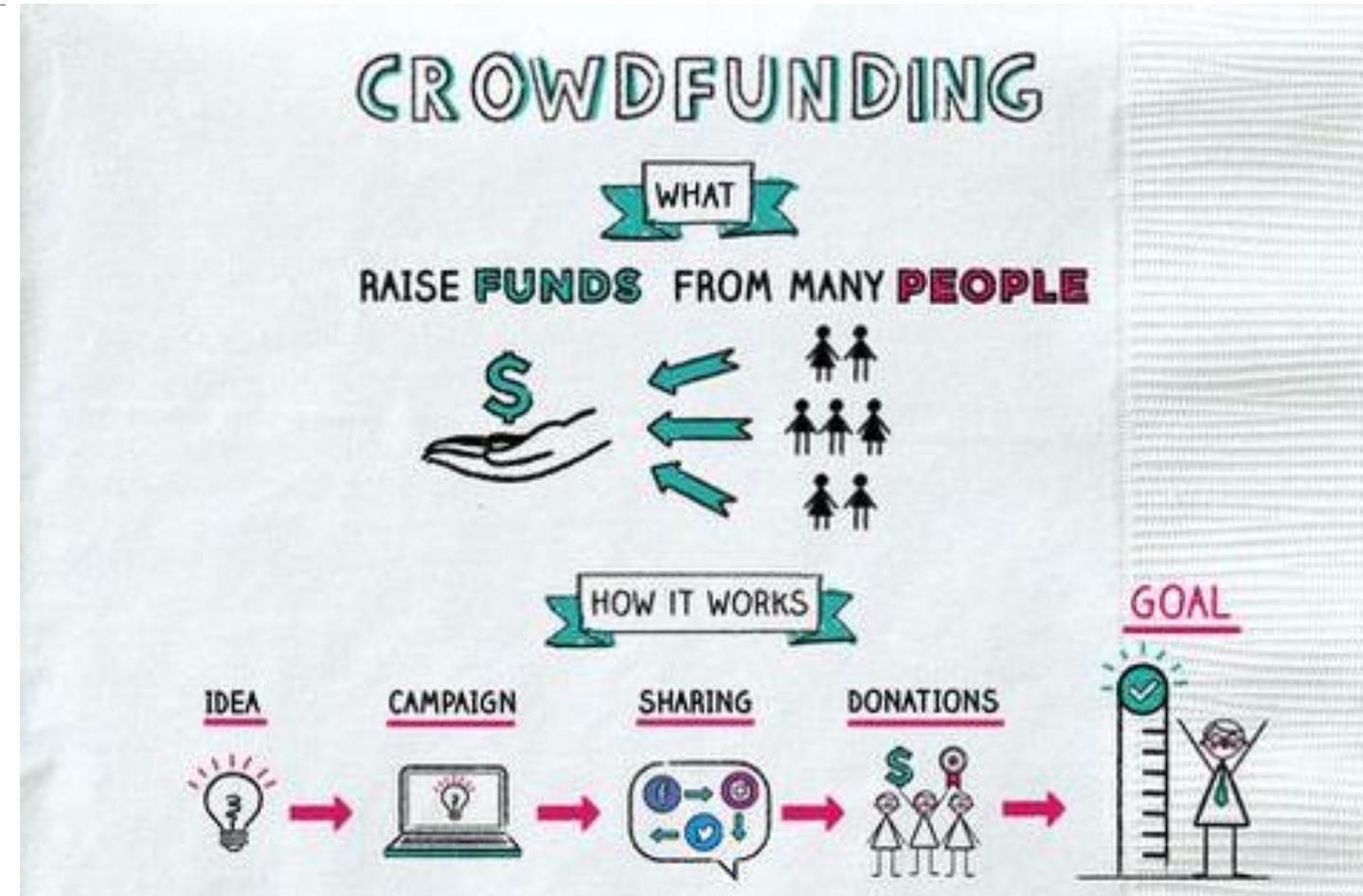


# Get Ready



## 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

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### Tell a story

Make donors excited about supporting your cause.

### Networking

Help build momentum for your cause.

### Marketing

Engage prospective donors through photos, video, and curated content.

### Stewardship

Showing gratitude for your donors is a crucial part of UConn Gives.

# Creating and sharing your story

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## 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

The screenshot shows a user interface for becoming an advocate. At the top, it says "Become an Advocate and be recognized for your impact!". Below this, there is a "Log In or Sign Up to get started" link. The next section is "Share with your Network", which includes a note: "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)". There are four buttons: "Share" (Facebook), "Post" (Twitter), "Share" (LinkedIn), and "Copy". The following section is "Inspire your Friends & Peers", with the subtext "Encourage others to give with a Matching Gift or Challenge." and two buttons: "Offer a Matching Gift" and "Offer a Challenge Gift". The final section is "Tell your Story", with the subtext "Create a Personal Video encouraging others to join you in supporting the campaign." and a large button labeled "Create Your Personal Video".

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# 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

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- 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

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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](mailto: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.

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**SAVE THE DATE:**

**Monday, April 21 - Tuesday, April 22.**

