

MOST PHILANTHROPIC CLUB COMPETITION

March 8th to 11th, 2021

UHart's 6th Annual Day of Giving, formerly known as the Founder's Day Challenge, is the day where the entire community – students, alumni, faculty, staff, parents and friends join forces to help fundraise gifts that make it possible for students to have scholarships, better learning and living facilities, and much, much more. The goal is simple. 2,021 gifts, of any size, to any fund. If we hit our goal, a generous group of alumni, parents and friends will give an additional **\$100,000** for our students!

Your club can help reach the goal through your participation in our **2nd Annual Most Philanthropic Club Competition**.

Your involvement will reward your organization with more than just knowing you have helped provide a better life on campus. It will also reward your club with a cash prize! **The club with the most points will win \$500, and the second place prize is \$200.**

How do I get involved?



Register your club by March 4th



Attend the Zoom Advocate Training Session on March



Start earning points!



How do I earn points for my club?

Points are earned through advocating on social media, attending events, and acquiring engagement or gifts. Advocate and acquisition points are counted through GiveCampus (the UHart Giving Day homepage). Keep a look out for QR codes and sign-in sheets to log your attendance points at events.

Advocate Points

Register as an Advocate on GiveCampus	500 points
Post on social media with #UHartGives	250 points/post
Wear UHart swag in your post	+150 points
Tag your friends in your post	+100 points/tag

Attendance Points

Attend <i>Fireside Philanthropy</i> "Let's TACO 'Bout Philanthropy" – March 9th	500 points
Attend <i>Fireside Philanthropy</i> "S'mores PHIL-up" – March 10th	500 points
Attend the Virtual Kickoff Party – March 10 th	250 points
Attend <i>Fireside Philanthropy</i> "Sugar Rush to the Finish Line" – March 11th	500 points

Acquisition Points

Make your gift	5,000 points
Get clicks on your Advocate Link	50 points/click
Get gifts through your Advocate Link	2,500/gift
Guess the correct number of candy on March 11th	5,000 points

What do I tell people?

Sample Social Media Caption: "I just made my gift for UHart Giving Day! Make your gift here: <link> #UHartGives"

Sample Text Message: "Hey! Will you help my club win Most Philanthropic Club? I just made my gift for UHart's Giving Day. Gifts support student experience and scholarships! Will you do the same? You can make your gift here: <link>."

Questions? Email the Student Philanthropy Ambassadors at: asmall@hartford.edu.

