2018 Giving Tuesday for the Textbook Fund

Campaign Debrief

GIVING TUESDAY OVERVIEW – PENN STATE UNIVERSITY & THE UNIVERSITY LIBRARIES

Giving Tuesday is a global day of giving that falls on the Tuesday after Thanksgiving. November 27, 2018 marked Penn State’s and the University Libraries’ 4th year participating. Every year the University Libraries Development team has led a campaign to raise money and awareness for the Textbook Fund.

In 2018, Penn State and the University Libraries encouraged and saw more participation than any other year. For the entire Penn State Giving Tuesday campaign (66 units & 17 student groups), more than 6,500 gifts (51% increase over 2017) totaled more than $700,000.

2018 TEXTBOOK FUND CAMPAIGN SYNOPSIS ➔ http://c-fund.us/gva

A lot can happen in 29 hours. Through collaborative efforts, generous matching gifts, a pledge, and an outpouring of support with 173 gifts, a total of $44,9681 was raised for the Textbook Fund. Over the past four Giving Tuesdays, a grand total of $135,070 has been raised for the Textbook Fund.

THANK YOU FOR THE BEST GIVING TUESDAY TO DATE

- $44,9681 raised for the Textbook Fund
  - The Penn State Bookstore match ➔ $10,000
  - Tom Sharbaugh & Kristin Hayes match ➔ $5,000
  - Dean Barbara and Dr. Bill Dewey pledge ➔ $5,000
  - Textbook Fund supporters (students, alumni, faculty, staff, friends) ➔ $24,968
- Amount raised this year is $12,965, or a 41% increase, over 2017

1 Total on the Textbook Fund campaign page doesn’t include $600 GOLD match or $50 challenge prize.

*In this document the Textbook and Educational Resources Endowment is referred to as the Textbook Fund.*
DEMOGRAPHICS
By far, 2018 saw the most donor participation. **173 gifts to the Textbook Fund – 32 more and a 23% increase over 2017** – were received on Giving Tuesday. This success is thanks largely to the high number of Campaign Heroes ($100+ gifts), 1st-Time donors, and University Libraries (ULI) employees who chose to give to the Textbook Fund.

![2018 KEY DONOR DEMOGRAPHICS](chart1)

Every gift makes a difference. It’s particularly moving to see 6 students gave to the Textbook Fund. And, in the chart below, more than double the number of ULI employees gave this year compared to 2017.

![INCREASE IN SPECIFIC DONOR ACTIVITY - 2018 vs. 2017](chart2)
GIVING TUESDAY TEXTBOOK FUND ALL STARS
These special Libraries supporters have given to the Textbook Fund every campaign (2015-2018).

- The Penn State Bookstore
- Jane and Jack Casey
- Barbara and Bill Dewey
- Dace and Andris Freivalds
- Nicki Hendrix
- Sue Kellerman
- Michael Shanafelt
- Jill Shockey
- Linda Struble
- Pattie and Ray Tiley

THE PENN STATE UNIVERSITY LIBRARIES vs. OTHER PENN STATE UNITS
Sixty-six units and 17 student groups participated in Giving Tuesday 2018. Because of generous and passionate donors, the University Libraries was #1 for money raised and #2 for number of gifts.

<table>
<thead>
<tr>
<th>Top 5 Units in Money Raised and Number of Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Smeal College of Business</td>
</tr>
<tr>
<td>5. Undergraduate Internships, HHD</td>
</tr>
</tbody>
</table>

KEYS TO 2018 SUCCESS
- Matching partners and new pledge
- Textbook Fund is a very worthy cause that resonates with a diverse audience
- Teamwork and collaboration between units, departments, and individuals
- Multi-faceted marketing strategy, including day-of event in Paterno Library
- Giving Tuesday in a Box toolkit shared with Libraries departments, campuses, and branches
- Commonwealth Campus Library challenge
- University’s GOLD (Graduates Of Last Decade) match 1:1 up to $100
- Special ‘day-of challenges’ hosted by Annual Giving

STEWARDSHIP PLAN
- Mail a thank you letter from the Dean
- Mail a thank you card written by a student on Libraries’ Giving Tuesday event
- Share the new student thank you video via email and social media
- Highlight All Stars and Giving Tuesday success on the Libraries Development webpage and in end-of-year email from Development Office

HAND-WRITTEN STUDENT THANK YOU CARDS COLLECTED 11.27.18 (a sampling from dozens)
Donors, A big thank you for all that you have done for this library! I spend more time on the 4th floor of Paterno than my own house and it’s really paying off. Thank you! – Drew ’19

I would love to say thank you from all of Penn State. You are funding and shaping us for a brighter future. Thank you and I hope I would be able to give back one day as well!! – Maquiyyah S.
Dear Donor, Thank you so much for supporting Penn State!! Access to textbooks and educational materials is what puts our programs above and beyond! We Are! – **Meredith**

Penn State Library Donors, Thank you so much for the help! Without this library I could not be close to getting my PhD in Comparative Literature. Happy Holidays! – **Anonymous**

Thank you for not only providing great education and experiences, but encouraging students to succeed academically and socially. – **Tiffany V.**

Thank you very much for your support in helping the library purchase textbooks for students. – **Jim F,** Assistant Teaching Professor, College of IST

Thank you for your donation! As a grad student, I use the resources at the library constantly – your donation makes a material difference for the better – for me and many like me! – **Taylor H.**

Thank you for helping make our higher education possible! - **A PSU Freshman**

Dear Donor, Thank you for all your support! The library is a place of study and solitude for teachers and students alike. We appreciate all that you do and we want to continue down the same path you paved for us. Thank you. – **Christopher S.**

Dear Donor, Thank you so much for your support! I use the course reserves books a lot and sometimes depend on them when I have exams! So, thank you. – **Sukdiah**

Dear Donor, Thank you so much for your generosity and compassion. College is a large financial burden for many and your contribution will greatly help Penn State families. Thank you & we are! - **Caterina**

We appreciate your generous donation. You help make Penn State a wonderful University that supports student success. – **Christine**

Dear Penn State Library Donors, Thank you so much for the services, events, and materials the library has to offer! I love the library and was very grateful today for help from IT services. – **Carli**

Dear Donor, We appreciate your support and generosity! It’s beyond measureable! Thank you! WE are! - **Maggie M.**

Hello, Thank you so much for everything you have contributed in helping PSU students like me in getting better education experiences. – **Oyinda**

Thank you so much for the text books! I never knew that you did this, but I think I will take advantage of it next semester. Thanks – **Elena**