

*U-M receives 12,635 gifts on fifth annual Giving Blueday*

Donors made 12,635 gifts to the University of Michigan (U-M) on the fifth annual [Giving Blueday](#), held on Giving Tuesday — a worldwide day of giving. For 24 hours on November 27, 2018, all three university campuses — Ann Arbor, Dearborn and Flint — [encouraged U-M supporters](#) to make gifts of all sizes to causes of their choice.

Giving Blueday focuses on expanding the university's community of donors.

“Giving Blueday speaks to the power of the community,” said Vice President for Development Jerry May. “Each year, donors demonstrate the significant impact we can all make in just one day when we come together to support our passions.”

All together, donors gave \$3,638,612 to the university on Giving Blueday this year.

The College of Literature, Science, and the Arts received the most gifts through the Giving Blueday website and the Michigan Sailing Team brought in more donations through the website than any other student organization.

Challenges, campus events and real-time updates throughout the day motivated giving. Eighteen different challenges encouraged people to make donations. Donors who posted about Giving Blueday on Facebook, Twitter and Instagram had a chance to increase their donation by receiving a match from other generous donors and the university. For instance, donors who made their first-ever gift of \$50 or more to U-M received an extra \$50 toward their cause while match money was available, and student donors who gave \$25 or more received an additional \$25 to support the fund of their choice.

Causes including MRUN and the Women of Color Task Force each won an extra \$1,000 toward their fund by posting on social media during different hourly and daylong challenges.

Student participation on Giving Blueday rose for the fourth straight year, with students acting as both donors and fundraisers on this day. More than 150 student organizations raised money for student organizations and causes such as MUSIC Matters, club sports, the Collegiate Recovery Program and more. At the Diag and Pierpont Commons in Ann Arbor, students nominated causes to receive donations.

By making gifts on Giving Blueday, donors also supported the Victors for Michigan campaign, which concludes in December 2018 and has raised over \$5 billion to date.