2018 Challenges and Matches

Pre-GIving Blueday Video Sharing Challenge

Now - November 26
One winner will be randomly selected from all those who share our Giving Blueday video and use the #GivingBlueday on social media before November 27. The winner gets $1,000 toward the fund of their choice.

Day-long Challenges/Matches

First-Time Donor Match
First time U-M donors who give $50 or more will receive a match of $50. Excludes students. First come first served. A maximum of $65,000 will be counted towards this challenge.

Student Donor Match
Student donors who give $25 or more will receive a match of $25. Excludes alumni. First come first served. A maximum of $50,000 will be counted towards this challenge.

Student Org - Raise the Bar Challenge
The top three student organizations that increase their number of victors by the largest percentage over 2017's Giving Blueday victor total will receive:
- 1st - $2,500
- 2nd - $1,500
- 3rd - $1,000

Gifts must be made through GivingBlueday.org to count towards this challenge. Winners will be selected based on the results of the Student Organization leaderboard.

#IGaveBlueDidYou Challenge
Use the #IGaveBlueDidYou and share which cause you supported. Ten winners will be randomly selected, and each will receive an additional $100 toward the fund they supported.

Faculty and Staff Challenge
The fund that receives the most gifts from current U-M faculty and staff on Giving Blueday will receive an additional $4,000. Excludes student organizations.

Hourly Challenges

6am - 9am. Where in the world are you celebrating Giving Blueday? If you're a U-M student, grad, or fan who is living or studying abroad, post a photo of yourself with something representative of the country using #GivingBlueday. One photo will be randomly selected. **Prize: $500 for the fund of your choice.**

9am - 11am. Student orgs, this one's for you. The top two student org funds that receive the highest number of #GivingBlueday gifts during this time will each win $1,000!

11am – Noon. Pets and babies love U-M! Share a photo of your pet or baby in Michigan gear. Make sure to include #GivingBlueday. One photo will be randomly selected. **Prize: $500 for the fund of your choice.**

Noon - 1pm. The fund that receives gifts from the most victors this hour will receive an additional $1,000.

1pm - 2pm. Insta-gift! Post your favorite U-M photo on Instagram with the hashtag #GivingBlueday. One photo will be randomly selected. **Prize: $1,000 for the fund of your choice.**

2pm - 3pm. The school, college, or unit fund that receives the most gifts from students this hour will receive $1,000. Excludes student organization funds.

3pm - 4pm. Share a photo with you and your favorite U-M celeb. Photoshop allowed. Don't forget #GivingBlueday. One photo will be randomly selected. **Prize: $1,000 for the fund of your choice**.

4pm - 5pm. The top two non-degree granting U-M departments/organizations with the most gifts in this hour will each receive $1,000. Excludes student organizations.

5pm - 6pm. Post your most passionate (or cutest) rendition of Hail to the Victors. We'll randomly select one to win $1,000 for the cause of your choice! **Prize: $1,000 for the fund of your choice.**

6pm - 8pm. The top two funds that receive gifts from the most victors between 6pm - 8pm will both receive an additional $1,000.

8pm - 10pm. The school or college that receives the most gifts this period will receive $2,000 for their annual fund.

10pm - 11:59pm
1. Fill in the blanks: "_____ should receive an extra $1,000 today for #GivingBlueday because ____."
2. Tweet or post
3. And, the fund of your choice could receive $1,000

PLUS: One tweet/post made today will be randomly selected. **Prize: $1,000 for the fund of your choice.**