

2019 Challenges and Matches

Pre-Giving Blueday Video Sharing Challenge

Now - December 2

One winner will be randomly selected from all those who share our Giving Blueday video and use the #GivingBlueday before December 3. 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 \$60,000 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 five student organizations that increase their number of victors by the largest percentage over 2018's Giving Blueday victor total will receive:

- 1st - \$2,500
- 2nd - \$1,500
- 3rd - \$1,000
- 4th - \$500
- 5th - \$500

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 what 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

TBD

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

Tweet at a TBD U-M Celeb. Details to come.

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! Don't forget your #GivingBlueday.

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

Post video thanking all U-M donors and sharing what you love about the university. Include #GivingBlueday. We'll randomly select one to win \$1,000 for the cause of your choice!