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!