



**2023 RNL NATIONAL  
DONOR ENGAGEMENT  
WORKSHOP** July 26-27

**WELCOME**



# The Future of Giving Days

## A Panel Discussion

Kristin Shipp



**Executive Director,**  
Annual Giving,  
West Virginia  
University

Brittany Hanson



**Brittany Hanson,**  
Director of Alumni  
Relations and  
Annual Giving,  
University of Sioux Falls

Spencer Farrin



**Director, Annual Giving,**  
Washington State  
University

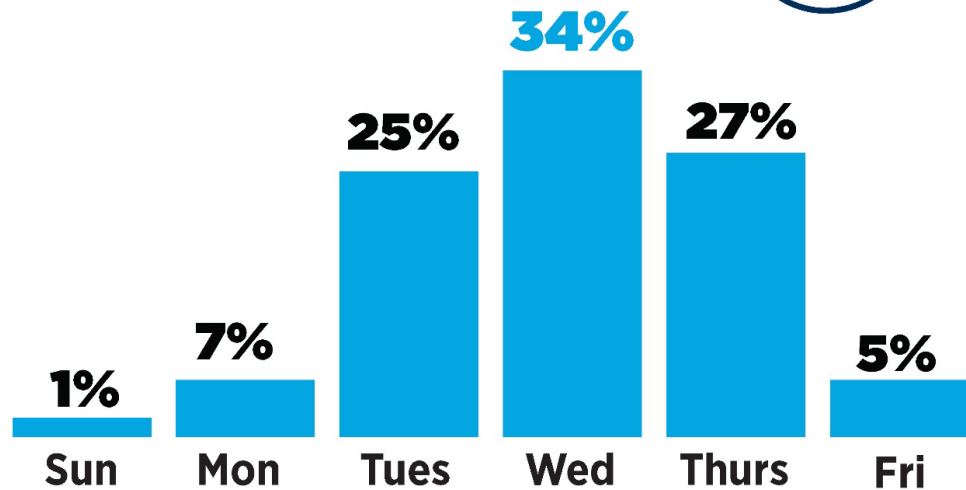
Brian Gawor, CFRE



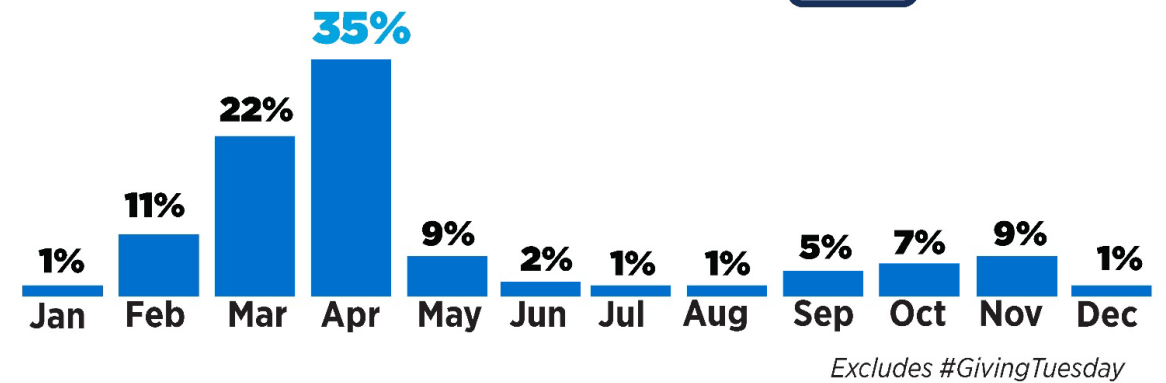
**Vice President, Research**  
RNL  
Moderator

# When are giving days?

What day are giving days?



What month are giving days?



# Giving Days: an annual and major gift partnership

## Key giving day stats in 2022:

**\$143**

*average  
online gift*



**73%**

*of gifts  
made online*



**77%**

*of total dollars  
from offline gifts*

# Awesome Giving Day Social

## *University of Sioux Falls*

The screenshot shows the GIVE2COO website interface. At the top, there is a navigation menu with links for AMBASSADORS, CHALLENGES, DONOR WALL, and FAQ. Below the navigation is a purple banner with the text "GIVE2COO HAS ENDED, BUT YOU CAN STILL MAKE A GIFT!". The main content area features the slogan "TOGETHER WE GIVE" on the left, the event title "GIVING DAYS 2023 MARCH 21-23" in the center, and the "USF" logo on the right. A dark box in the center displays "GIVING DAYS 2023 HAS ENDED!" and a timer showing "00 : 00 : 00" with labels for HRS, MIN, and SEC. At the bottom, a grey bar shows the total amount raised: "\$249,289 RAISED 652 DONORS".



# #CougsGive engages a broad base

*With a strong brand and message*



# Awesome Omnichannel Engagement

## *West Virginia University*

**STAND  
TOGETHER  
ON WVU  
DAY OF  
GIVING  
3.22.23**



**WIN \$1,000 FOR THE AREA OF WVU YOU LOVE!**

1. Cut out your very own WVU bowtie
2. Take a photo or video wearing your bowtie
3. Share on social using #WVUdayofGiving and tag your favorite unit

From March 13 to March 22 the best photo, video or GIF will be awarded \$1,000 for their tagged unit.

  
**DAY OF GIVING**  
MARCH 22, 2023  
[dayofgiving.wvu.edu](http://dayofgiving.wvu.edu)

