



Giving Day 2024 Wednesday, April 10th

The Canisius Fund team has devised an innovative plan for Giving Day that will allow our campus partners more input into the projects we are fundraising for and better serve the University as a whole. More targeted initiatives will better engage faculty, staff, students and create excitement with supporters.

How it works:

- Program Directors and Department Chairs will be able to submit initiatives from across campus that will be included as part of our Giving Day fundraising efforts.
- Initiatives must be submitted via [google form](#) **no later than Tuesday, February 20.**
- Responses will be reviewed by Vice Presidents, Deans, Directors, Chairs and the Office of Advancement. Submissions will be used to develop fundraising pages on the Giving Day site.

What we need from YOU:

- **Complete initiative information submitted into the Google form.** The more complete your Giving Day page the more likely donors will want to contribute. ([See project example](#))
- **Support to develop matches and challenges.** Do you know of anyone who might be willing to make a gift to match other donations? Or to challenge a certain number of donors to contribute? Both are great ways to get your best supporters involved.
- **Email and contact lists.** Do you have emails or contact lists of those who regularly support your programs? We'll include them in any information that goes out about your fundraising initiative so we're reaching the right people.

What you can expect from the CANISIUS FUND TEAM:

- **Giving Day website page.** We'll use the information from your submission to create a page on the Giving Day website.
- **Emails sent for your initiative.** We'll work with you to create emails for ambassadors and your department contact list to increase support for your initiative on Giving Day.
- **Support and guidance** to help ensure the success of your initiative on Giving Day.

Giving Day will be what we make of it! We look forward to working with you!