



WHAT IS GIVING DAY?

Columbia Giving Day (CGD) is a 24-hour, University-wide fundraising initiative that is driven by social media and online giving. The Columbia Business School community of students, parents, faculty, staff, organizations, and alumni, share their **CBS pride**. Last year we raised \$1.67M from nearly 1,400 gifts.

This annual event brings together schools and programs across the Columbia community to increase donor count and dollars to raise awareness of philanthropic investment, focusing on financial aid (student support). The day is filled with a friendly competition that offers challenge funds made possible by generous alumni. **This year's 11th annual Giving Day is Wednesday, October 26, 2022.**

Columbia Business School's goal is to garner support from 1916 gifts to honor our founding year. The more participation, the more visibility we bring to the impact of unrestricted, current-use gifts (including scholarships) on student success and the School's future. **Our monetary goal for the day is to raise \$2M** for Columbia Business School, and we are encouraging first-time donors, recent alumni, and students to consider making a gift of \$19.16 in honor of our founding year. Any size gift helps.

HOW CAN STUDENTS PARTICIPATE?

Spread the Word: CBS students can use social media to expand our digital footprint by sharing CGD content on the CBS and University flagship channels, CGD platform, and their personal networks. The University will host a virtual photo booth (launching 9/26) and an online mosaic (launching 10/12). Students may use the global **#ColumbiaGivingDay** for random selection on CGD and the opportunity to direct challenge funds to CBS. Visit the "Get Involved" page of the CGD platform once live.

Compete and Donate: CBS students can help win challenges and unlock additional funding for CBS by increasing student participation and being the School with the most gifts. Students can share the competition with their networks to give a gift of any amount. We are inviting CBS students to consider making a gift of \$19.16 in honor of our founding year on and before midnight ET on October 26, 2022. QR Codes will be on the School's digital monitors throughout the day.

Give Thanks: We will host a call center in the Development and Alumni Relations office @ Geffen Hall – 8th Floor (10:00 a.m. – 8:00 p.m.) where students can thank donors in real-time, record video messages, and sign thank you cards. **We will offer light refreshments and snacks for student volunteers.** There will be a webpage for digital thanks and students can be randomly selected to win challenge funds for CBS.

More information will be provided throughout the month of September including via email.



Questions? Please contact Crisne Lebron, assistant director of individual giving at cl4341@gsb.columbia.edu or Nicole Bourbon, director of operations and communications, individual giving at nb3074@gsb.columbia.edu.