

# GIVING DAY 2024 CHALLENGE GIFTS

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## What is Giving Day?

**JMU's Giving Day is a 24-hour, online fundraising event.** It brings our community — alumni, families, students, faculty, staff and friends — together to show our pride in James Madison University and support academics, athletics and other key programs across campus. **JMU Giving Day will be Thursday, February 22, 2024.**

JMU Giving Day builds understanding of how valuable philanthropy is to the university and makes it fun! This special day inspires Dukes to get involved and provides a unique opportunity to engage everyone through an exciting, interactive way to give.

## What are the goals for JMU Giving Day 2024?

**With your help, we intend to inspire 3,000 donors** to make gifts of all sizes. Participation in Giving Day is our highest priority. This year's theme is "Give Like a Duke," and you can lead the way!

## What is a Challenge Gift?

**Challenge gifts are funds used to inspire people during Giving Day and encourage them to join you in the excitement by making a gift.** Challenge gifts from generous donors like you have enormous impact on the overall results for Giving Day. You can be a driving force to increase donor participation and dollar totals.

- Commit by 1/15/24
- Support 24 hours of giving on 2/22/24
- \$1,000 to <\$25,000 paid in full by 6/30/24
- \$25,000 or more paid in full by 6/30/29

## How will I be recognized for my gift?

Donors have the option of their names being included on our Challenge Gift Honor Roll on the event day and post-event website: [givingday.jmu.edu](http://givingday.jmu.edu). They also have the opportunity to name their challenges.

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## DONOR INFORMATION:

Name: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Preferred phone:  Home  Cell \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## CHALLENGE GIFT AMOUNT:

- \$50,000     \$25,000     \$10,000  
 \$5,000     \$1,000     Other: \$ \_\_\_\_\_

Gifts of \$1,000 to <\$25,000 are to be paid in full by 6/30/24. Gifts of \$25,000 or more may be paid in full by 6/30/29 unless they are undesignated and are therefore due by 6/30/24. All gift commitments count toward 2024 Giving Day totals.

## Prefer to designate a fund for your gift?

- Yes:** Fund Name \_\_\_\_\_
- No,** I understand my dollars support top priorities at JMU, such as academic scholarships, athletic programs, and more. These funds will be awarded to the JMU colleges, centers, or other signature programs that win hourly challenges or are leaderboard winners for categories of most dollars and most donors. This type of challenge gift must be paid in full by June 30, 2024, regardless of amount.

## Want to propose a name for your challenge?

Please give us two choices to consider.

\_\_\_\_\_

\_\_\_\_\_



**Office of Annual Giving**  
MSC 3603, 1031 Harrison St.  
Harrisonburg, VA 22807  
855-JMU-GIVE Phone  
giving@jmu.edu

## TYPE OF CHALLENGE:

- Participation:** \_\_\_\_\_ Donors = \$ \_\_\_\_\_  
(e.g., 25 donors = \$2,500)
- Matching:** \_\_\_\_\_:1  
(1:1 is dollar for dollar, 2:1 is doubling, etc.)

## CHOOSE HOW YOU'D LIKE TO BE RECOGNIZED:

Do you wish to remain anonymous?  
 Yes  No

**If YES,** level of anonymity:

- Total anonymity  
 Do not show name or amount  
 Show amount, not name  
 Show name, not amount

**If NO,** donor name(s) will appear in all recognition materials formatted according to university guidelines. Should the donors request a differently formatted name to be associated with this gift, please indicate below.

Desired listing for donor recognition:

\_\_\_\_\_

\_\_\_\_\_

*Thank You!*

**GIFT OVERVIEW:**

To see how your gift benefits James Madison University, visit [jmu.edu/give/about](http://www.jmu.edu/give/about)

- **Online Challenge Gift Commitment Form** – Donors may submit the Giving Day Challenge Gift Commitment form online, also available at [www.jmu.edu/give/challenge](http://www.jmu.edu/give/challenge)
- **Online Payments** – The donor may elect to make gift payments online using the University’s online giving form which is available at [www.jmu.edu/give/paychallenge](http://www.jmu.edu/give/paychallenge)

**GIFT COMMITMENT CONDITIONS AND DISCLOSURE:**

The donor accepts full responsibility under this agreement for this gift, including the following prohibition of the use of matching funds to satisfy the commitment:

- Matching funds may provide *additional* resources in support of the purpose of this gift in situations where the donor may have access to a matching funds program, as long as doing so is permitted by the particular matching funds program.
- While a donor may anticipate the benefit of matching funds to help support the purpose of the gift described in this agreement, the donor’s gift and the associated recognition by the university are not contingent on the availability of any matching funds; specifically, matching funds may not be relied upon by any donor as a resource to reduce the balance of a Giving Day Challenge gift commitment.
- At any time when the JMU Foundation may receive the funds from a matching funds program arising from this gift by the donor, such funds will be directed to further the support of the fund described in this agreement – and will also be so recognized – as long as doing so is permitted by the particular matching funds program.

**DO YOU WORK FOR A MATCHING GIFT COMPANY?**

**Double - or even triple your gift - with the help of your employer.** Many employers sponsor matching gift programs and will match charitable contributions made by their employees.

Contact your company’s human resources office to see if your current employer, the company from which you retired, or your spouse’s employer has a matching gift program.

My matching gift company is:

\_\_\_\_\_

**For more information contact:**  
matchgifts@jmu.edu  
855-JMU-GIVE (855-568-4483)

In addition, donor acknowledges that James Madison University invests 7% of non-endowed gifts to fund a portion of the administrative costs associated with stewarding and cultivating gifts.

Donor Initials: \_\_\_\_\_ Date: \_\_\_\_\_

**FOR INTERNAL USE ONLY:**

Gift Officer or UA Representative: \_\_\_\_\_

Donor Advance ID#: \_\_\_\_\_

Check only one:

- Challenge gift (<\$25,000) or undesigned major gift to be paid in full by 6/30/24
- Major gift (\$25,000 or more) to be paid in full by 6/30/29

Allocation No. \_\_\_\_\_

(For reference, undesignated challenge fund allocation is 1002758.)

