On April 30, 2019, Stony Brook University hosted their inaugural Giving Day. This was their first big venture into digital giving, with the goal of increasing student and alumni participation. The Seawolves came together and blew their 1,000 donor goal out of the water, inspiring 2,240 unique individuals to provide support for the university.

Stony Brook leveraged a host of challenges to encourage donor participation, everything from donor unlocking opportunities to social media engagement activities.
Challenges

One of the unique incentives for the day was an “Unlock the Socks” campaign. If they were able to inspire 1,957 donors, in honor of their founding year, all Giving Day donors would receive a pair of university-branded socks. The community was engaged and rose to the challenge, unlocking the socks for everyone!

Another way Stony Brook was able to mobilize their community was pitting alumni against each other based on where they live now. The Battle of the Boroughs and Clash of the Counties competition created a sense of urgency and pride that ultimately drove more alumni donors.

Paul Muite
Executive Director, Annual Giving

“The strategic support we received from the Community Funded team was instrumental to launching a successful Giving Day within our shorter-than-ideal three month time frame”