

Purdue Day of Giving Challenges

On April 26, make your gift go further. Your favorite unit can win additional funds through different challenge opportunities.

The following challenges are ways you can help your unit amplify the impact of your gift. Bonuses will be designated to the unit's greatest need or student organization fund.

Main Challenge: \$100,000

Your favorite unit can win a share of \$100,000 based on its percentage of total amount raised on Purdue Day of Giving.

Example: Total amount raised on day: \$500,000

Unit	Dollars Raised	% of Total Raised	Bonus Awarded
Unit A	\$250,000	50%	\$50,000
Unit B	\$50,000	10%	\$10,000
Unit C	\$1,000	.2%	\$2,000

Participation Challenge: \$56,500

The ten units with the greatest number of gifts on Purdue Day of Giving will win a share of \$56,500.

Example:

Unit	Participation Rank	Bonus Awarded
Unit C	1	\$10,000
Unit A	2	\$9,000
Unit F	3	\$8,000
Unit T	4	\$7,000
Unit V	5	\$6,000
Unit W	6	\$5,000
Unit Z	7	\$4,000
Unit H	8	\$3,000
Unit B	9	\$2,500
Unit K	10	\$2,000

Meet the Challenge: \$40,000

Beat your best gift total from the past nine years and win a portion of \$40,000! Your unit will win a share of \$40,000 based on their percent of the total percent increase of all units. New participants are not eligible.

Unit	PDOG 2019 Gifts	PDOG 2020 Gifts	Percent Change	Bonus Awarded
Unit A	15	30	100%	\$15,038
Unit B	20	25	25%	\$3,759
Unit C	25	27	8%	\$1,203
Sum of Percent Change			133%	

Hourly/Full-Day Bonus Challenges: \$28,750

Additional bonus money will be awarded throughout the day. The time in the first column is the starting time. Each hourly challenge will last an hour. All hourly challenges are in ET.

Time	Challenge	Bonus Awarded
12:00 AM	Unit with the Most Gifts	\$1,000
1:00 AM	50th Original Tweet with Unit Handle/Hashtag and #PurdueDayofGiving	\$500
3:00 AM	Unit with the Most Gifts	\$1,000
7:00 AM	Unit with the Most Gifts	\$1,000
8:00 AM	Unit with the Most Gifts	\$1,000
9:00 AM	Unit with the Most Gifts from Faculty/Staff Donors	\$1,250
10:00 AM	50th Original Tweet with Unit Handle/Hashtag and #PurdueDayofGiving	\$500
11:00 AM	Most Unique Photo with Purdue Day of Giving Logo, Unit Handle/Hashtag and #PurdueDayofGiving	\$1,000
11:00 AM	Student Organization with the Most Gifts	\$1,000
12:00 PM	Unit with the Largest Single Donation	Keep?
12:00 PM	Most Creative Purdue Day of giving Selfie with Unit Handle/Hashtag and #PurdueDayofGiving	\$1,000
1:00 PM	50th Original Tweet with Unit Handle/Hashtag and #PurdueDayofGiving	\$500
1:00 PM	Unit with the Most Gifts from Alumni Donors	\$1,250
2:00 PM	Student Organization with the Most Gifts	\$1,000
3:00 PM	Film and Instagram a Video of Yourself Singing the Chorus of "Hail Purdue." In Your Post Include #PurdueDayofGiving and Unit Handle/Hashtag.	\$1,000
	Student Org Social Challenge: TBD Challenge	\$1,000
4:00 PM	Power Hour: Random Faculty/Staff Donor	\$500
4:00 PM	Unit with the Most Gifts	\$1,000
	Student Org Social Challenge: TBD Challenge	\$1,000
6:00 PM	50th Original Tweet with Unit Handle/Hashtag and #PurdueDayofGiving	\$500

6:00 PM	Unit with the Most Gifts	\$1,000
6:00 PM	Power Hour: Random First Time Donor	\$500
7:00 PM	Student Organization with the Most Gifts	\$1,000
7:00 PM	Most Creative Picture of your Kid(s) in Purdue Gear on Twitter or Instagram. Make Sure to Include #PurdueDayofGiving and the Unit Handle/Hashtag.	\$1,000
8:00 PM	Unit with the Most Gifts from Parent Donors	\$1,250
8:00 PM	Most Creative of your Pet(s) in Purdue Gear on Twitter or Instagram. Make Sure to Include #PurdueDayofGiving and the Unit Handle/Hashtag.	\$1,000
9:00 PM	Unit with the Most Gifts from Alumni Donors of the Last Decade (2009-2019 Grads)	\$1,250
10:00 PM	Unit with the Most Gifts from Alumni Donors	\$1,250
10:00 PM	50th Original Tweet with Unit Handle/Hashtag and #PurdueDayofGiving	\$500
11:00 PM	Unit with the Most Gifts	\$1,000
Full-Day Challenges		
	Most Creative Social Post using the Sharing Feature from the Thank You Email or Confirmation Page (I Gave Challenge)	\$750
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Introductory Video Sharing Challenge: \$2,750

The top ten units with the most shares of the introductory video, or shares of their campus' introductory video, with their unit's handle/hashtag will win a share of \$2,750. The video sharing challenge will start on April 12 and end on April 18.

Winners will be announced on April 20!

Unit	Participation Rank	Participation Bonus
	1	\$500
	2	\$450
	3	\$400
	4	\$350
	5	\$300
	6	\$250
	7	\$200
	8	\$150
	9	\$100
	10	\$50

User Generated Content Challenge: \$2,500

Users must include #PurdueDayofGiving and unit hashtag in post. Show your best Purdue Pride – examples will be added to toolkit and posted on social media. The winning post will be awarded the following morning. This challenge can include images, gifs, and videos (boomerang). **Two winners per day.**

Date/Time	Challenge	Participation Bonus
19-Apr	Most Creative UGC Post	\$500
20-Apr	Most Creative UGC Post	\$500
21-Apr	Most Creative UGC Post	\$500
14-Apr	Most Creative UGC Post	\$500
25-Apr	Most Creative UGC Post	\$500

West Lafayette Student Organization Participation Challenge: \$13,800

All three leaderboards are the same this year.

Student Organization	Participation Rank	Participation Bonus
Organization D	1	\$1,100
Organization G	2	\$1,000

Organization A	3	\$900
Organization F	4	\$800
Organization B	5	\$700
Organization C	6	\$600
Organization X	7	\$500
Organization K	8	\$400
Organization E	9	\$300
Organization H	10	\$200