

RUTGERS
Giving Day
3.21.18

Rutgers Giving Day Challenges

Spread the word about these social media challenges to help your school, unit, or program earn additional support!

To be eligible, participants must **(1)** use #RUGivingDay, **(2)** mention or tag their favorite Rutgers cause, **(3)** post on Instagram or Twitter and make it public, and **(4)** post within the allotted time.

Note: the challenge timeframes are based on Eastern Time (ET).

| Challenge | Time | Suggested Post | Award | Winner(s) |
|---|---------------|--|---------|---|
| Almost Here Challenge | 3/5 - 3/20/18 | Giving Day is almost here! Share your Save the Date mailing thought bubble by filling in the blank: "I am thinking bigger and giving to _____ on #RutgersGivingDay, 3.21.18!" Two posts will win \$500 to that area mentioned. If you missed the mailing, make your own RU thought bubble and share! | \$1,000 | @ar_ousterhout on Twitter for MARCH @MARCHRuCamden @georgiag55555 on Instagram for the Rutgers Companion Animal Club @rutgerscompanionanimalclub |
| Selfless Selfie Challenge | 12 - 2am | RU ready for #RutgersGivingDay?!? Time to kick it off with selfless selfies! Snap a shot using and you could win \$1,000 for the Rutgers cause of your choice. | \$1,000 | @t.a.ngo on Instagram for Rutgers Enactus |
| Bookworm Challenge | 1 - 2am | Hey students, got the bookworm blues? Share your late-night study selfie on Instagram using for a chance to win \$500 towards the Rutgers program of your choice. | \$500 | @doylediscovers_tse on Instagram for @RUSEPRC (Rutgers seeing eye puppy club) |
| RU Global Challenge | 3 - 6am | Calling alumni far and wide: #RUGivingDay is in full swing and you have the power to make a difference (even half way around the world). Share a photo and two winners will be selected for \$500 towards your favorite area mentioned at Rutgers! | \$1,000 | @powellatpennvet on Instagram for the Seeing Eye Puppy Club @RUSEPRC @mrosen_99 on Twitter for the School of Public Health @RutgersSPH |
| Ou"R" Home Challenge FACEBOOK ONLY | 6 - 8am | Feels like home to me! When did you know RU was the place to be? Comment on Facebook contest post filling in the blank: "I knew Rutgers was 'home" when_____. Be sure to mention your favorite Rutgers area too for a chance at an extra \$500 for it! #RUGivingDay | \$500 | Sheila Smith Noonan on Facebook for the Douglass Residential College Bunting Program |
| Dynamic Duo Challenge | 6 - 9am | Raise your hand if you met your BFF at Rutgers! That's probably a lot of you. Share a photo with your best Rutgers friend for a chance to secure \$500 towards the Rutgers area of your choice! #RUGivingDay | \$500 | @katiefliedaway on Instagram for the Rutgers Cabaret Theatre |
| Cap and Gown Challenge | 8 - 10am | Everyones got that classic cap and gown picture from commencement! Share your favorite from Rutgers graduation for a chance to win \$500 towards the Rutgers area of your choice. #RUGivingDay | \$500 | @kindajaded on Instagram for the School of Public Affairs and Administration |
| Cute Kids Challenge | 9 - 11am | Nothing cuter than a kid in scarlet! If you're out there raising a future RU student, post a picture of them in RU gear to help the program of your choice - there's \$750 up for grabs! #RUGivingDay | \$750 | @rutgersdga on Instagram for the Division of Global Affairs |
| Give from Your Desk Challenge | 9am – 5pm | Procrastination is okay if it's on #RUGivingDay! Show off your Rutgers pride at work and win an extra \$500 for your favorite area at Rutgers. Four winners will be selected! | \$2,000 | @the_late_singer on Instagram for the Filipino Martial Arts Club @myvanessence on Twitter for the School of Nursing (NWK/NB) @sarahwkelly on Instagram for the School of Public Health @rizzoelena13 on Instagram for Equine Science |
| My Cause Challenge FACEBOOK Challenge too! | 10am -12pm | Everyone has a cause close to their hearts. Let us know what your favorite area is at Rutgers and it could be one of two lucky recipients of \$500! (Must comment on Facebook contest post for chance to win.) #RUGivingDay | \$1,000 | Camryn Spina on Facebook for Rutgers Cheerleading Kait Weiss on Facebook for Student Emergency Fund |

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| Scarlet Swag Challenge | 11am - 1pm | RU ready to accept the Scarlet Swag Challenge? Show off what you got for a chance to win \$500 towards the Rutgers program, school or area of your choice. #RUGivingDay | \$500 | @rizzoelena13 on Twitter for #RUESC (Equine Science Club) |
| Philanthropy Challenge | 12 - 1pm | "Likes" don't save lives, but philanthropy does! Let us know how YOU give back to your community below and win an extra \$500 for your favorite area at Rutgers on #RUGivingDay! | \$500 | @nilasweetheart6 on Twitter for Rutgers Future Scholars |
| Wealth of Health Challenge | 1 - 3pm | There are a TON of Rutgers health professionals out there. Share a selfie and explain how you're making the world a better place! Mention the Rutgers area of your choice for a chance of it winning an extra \$500! #RUGivingDay | \$500 | @davidlin_dpt on Twitter for the School of Health Professions @RutgersSHP |
| Think Bigger Challenge | 2 - 4pm | Think Big? Nope. Think BIGGER! How are you using #RUGivingDay to make an impact? Upload a short video that shows how you're making a difference for students, programs or research. Mention your favorite Rutgers area and it could be one of two winners to get an extra \$500! | \$1,000 | @LutherJ96 on Twitter for Camden MARCH on Twitter @RFSdreamteam on Instagram for Rutgers Future Scholars |
| Furry Friends Challenge | 3 - 5pm | Do your furry friends share the same RU pride as you? Share a photo of your pet in Rutgers gear for a chance to win an extra \$750 towards the program of your choice! #RUGivingDay | \$750 | @blackcapitol on Twitter for RU-Newark Dept of African American & African Studies |
| Wayback Wednesday Challenge | 4 - 6pm | Dig out those photos (or tagged pictures if you grew up on Facebook) and share your favorite RU memory! Two of you will be selected to win an extra \$500 towards the area at RU you also mention. #RUGivingDay | \$1,000 | @mackenziem1124 on Twitter for Softball Club @MaggieManiar on Twitter for Rutgers Violence Prevention and Victim Assistance |
| Rutgers Lovebird Challenge | 5 - 7pm | Did cupid's arrow strike while you were at RU? Share a photo of you and yours, mention your favorite Rutgers area, and two will be selected to win \$500 on #RUGivingDay | \$1,000 | @alexaamaee on Twitter for New Jersey Medical School @c0kahina on Twitter for the Paul Robeson Cultural Center |
| On the Banks Challenge | 6 - 8pm | On the banks of the old Raritan (music emoji)...Got some vocal chops? Post a video of you singing Rutgers alma mater for a chance to earn \$500 toward the area of your choice. Two areas will be awarded! #RUGivingDay | \$1,000 | @RU_JSC on Twitter for @FutureScholars @elenadestio on Twitter for @Rutgers_Cheer |
| The Old Stomping Ground Challenge | 7 - 9pm | [Fill in cool place on campus] is our favorite place to hang! Where's yours? Share a photo of you and some RU friends on campus, mention your favorite Rutgers area, and it might win \$500! Two lucky winners will be selected. #RUGivingDay | \$1,000 | @itslucygoose on Twitter for the Rutgers Student Emergency Assistance Fund @mickeyg27 on Instagram for the Rutgers Cabaret Theatre |
| Game Day Challenge | 8 - 10pm | RU Rah Rah! Share a photo of yourself at a #Rutgers sporting event using #RUGivingDay and tag your favorite Rutgers team. Two teams will have the chance at winning \$500 each. | \$500 | @awagsz on Twitter for the Rutgers University Women's Basketball Team @vickiarts on Instagram for the Rutgers University Football Team |
| RU Involved Challenge | 9 - 11pm | Student orgs, the spotlight is on you! Post a group photo using #RUGivingDay and the organization of your choice may win \$250! Two winners will be selected. #RUGivingDay | \$500 | @otherjoefraizer on Twitter for Rutgers Bridges to Prosperity @crystal_veras on Instagram for Rutgers Companion Animal Club |

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| Scarlet Pride Challenge FACEBOOK Challenge Too! | 10 - 11:59pm | I'm proud to be a Scarlet because _____. Let us know why in the comment section of the Facebook post, include #RUGivingDay, and you might be one of four selected to win \$250 towards the area of your choice!#RUGivingDay | \$1,000 | Hillary Vance on Facebook for the Rutgers Global-Study Abroad Jordan Cohen on Facebook for the Rutgers University Libraries |
| Student Selfie | 3/22 10:30am - 2pm 6:30 - 8:30pm | Students who post a selfie from the student center polaroid tabling events between 10:30am – 2pm and 6:30 - 8:30pm will have a chance to win an extra \$500 toward their favorite area at Rutgers. (5 total winners) Posts must be made public and include the #RUGivingDay and favorite area at Rutgers to win. | \$2,500 | @otherjoefrazier on Twitter for Bridges to Prosperity @k_mccunney on Instagram for CAPS @kt_aka_potato on Instagram for Materials Science & Engineering (MSE) @angie_diek on Instagram for Companion Animal Club @ruschoolofnursing on Instagram for the Rutgers University School of Nursing |
| Snowperson | 10am - 2pm | Post a picture of your snowperson decked out in Rutgers gear for a chance to win an additional \$1,000 for the program you support! | \$1,000 | @RUHonorsCollNB on Twitter for Rutgers University New Brunswick Honors College |
| | | | \$21,500 | |