



Board of Trustees

Strategic Partnerships and Advancement Committee

December 5, 2024

Agenda Item

INFO-2: Day of Giving Save the Date

Proposed Action

The Strategic Partnerships and Advancement Committee is asked to review this informational item which highlights a key initiative under Alumni Engagement and Annual Giving. This item is meant to increase engagement and participation among UCF alumni, students, parents, and friends.

Authority for Action

N/A

Supporting Documentation Included

Attachment A: 2025 UCF Day of Giving Save the Date

Facilitators/Presenters

Rodney Grabowski, Senior Vice President, UCF Advancement and Partnerships, and Chief Executive Officer, UCF Foundation, Inc.

Summary of Key Observations/Recommendations

- The 2024 Day of Giving initiative raised \$9.1 million through 10,356 gifts.
- A comprehensive communications and marketing plan will be outlined in the coming weeks.
- Opportunities for day-of engagement will be communicated through board staff along with post-campaign stewardship.

Additional Background

UCF Day of Giving is a celebration of Knight Nation, designed to rally alumni, students, parents, and friends and show their support by making a gift to UCF. The 2024 event included various challenges throughout the day, a Student Union Takeover, and a robust communications and marketing plan. Donors have the flexibility to choose from a wide range of areas to support the university that speaks to their passion. Day of Giving gifts are eligible for tax deductions.

Implementation Plan

Day of Giving will take place on Thursday, April 10, 2025. Promotion of the date, storytelling, and pre-giving opportunities will be shared with the Board of Trustees in Spring 2025.

Resource Considerations

The impact of a successful Day of Giving campaign will positively impact the philanthropic goals in support of the university. This item will not result in any additional costs to the University.