



What is Founders' Day of Giving?

Founders' Day is a 24-hour giving event for the entire Shocker community to come together and support the colleges, departments, programs, student organizations and teams they love.

How Matching Gifts Advance Wichita State

Matching gifts are one of the most effective ways to make an impact on Founders' Day. At its core, a matching gift is a pool of funds donated by a person or company that is intended to be used to double the amount raised for a program, academic college, or initiative at WSU. The additional incentive is sometimes exactly what supporters need to act on our day of giving.



WICHITA STATE UNIVERSITY
FOUNDATION AND
ALUMNI ENGAGEMENT

wichita.edu/givingday

FACTS

\$51,000

Dollar amount of matches met during last year's Founders' Day

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84%

Percentage of donors more likely to give if a match is offered

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ENGAGEMENT

Matching gifts can make a significant difference in engaging new, lapsed, and younger givers

LIFTING SHOCKERS UP



Examples

Matching Gift Opportunities

Shocker Fund:

One donor will match dollar for dollar up to a designated amount for an Academic College of their choosing.

Every Gift Counts:

I'll add \$100 to every gift to the program of my choice up to a designated amount.

Double the Donation:

I'll match dollar-for-dollar donations made on Founders' Day to a specific program or scholarship.

Board Match:

The <enter board> will match dollar-for-dollar donations made on Founders' Day up to a designated amount to a specific program at WSU.

New Donor Impact Match:

Inspire 50 new donors to give to WSU on Founders' Day by matching all first-time gifts up to a designated amount.

Early Bird:

I'll match the first wave of donors to an area of support at WSU.

MINIMUM

\$500

\$500

\$500

\$1000

\$5000

\$5000