



What is Founders Day of Giving?

Founders Day is a powerful 24-hour celebration where the entire Shocker community unites to champion the colleges, departments, programs, student organizations and teams they care about most. It's a day when every gift—large or small—comes together to create lasting change for Wichita State.

Why Challenge and Matching Gifts are Game-Changers

Behind every successful Founders Day is a story of momentum—and challenge gifts often spark that first wave. A challenge gift is a committed pool of funds from an individual, family, or company that's unlocked when others step forward to give. By creating a sense of urgency and a tangible goal, challenge gifts inspire friendly competition and amplify the overall impact.

For many supporters, knowing their gift will be doubled or will help unlock a larger amount is the extra push they need to participate. When we have challenge gifts in place, we're not just asking donors to give, we're inviting them to be part of a collective effort where their generosity goes further, faster. And that's how we turn 24 hours into something transformational for Wichita State.



give.wichita.edu/founders-day

FACTS

\$1.12M

Raised to support
WSU since 2022

84%

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

ENGAGEMENT

Challenge and matching gifts
amplify overall impact and
make a significant difference
in engaging new, lapsed and
younger donors.

LIFTING SHOCKERS UP



Examples

Challenge & Matching Gift Opportunities

Donor Competition Challenge:

WuShock will give a bonus gift of \$1,000 to the Student Group with the most donors during Giving Day.

Power Hour Challenge:

WuShock will match every gift made between 7–8 p.m., doubling the impact for that hour, up to \$5,000.

Student Support Challenge:

When 25 students make a gift on Founders Day, WuShock will unlock a bonus gift to the Student Engagement and Belonging Fund.

New Donor Impact:

When 50 new donors give to WSU on Giving Day, WuShock will unlock a \$5,000 gift to the university.

College Specific Challenge:

If 20 donors give to the college of your choice, WuShock will unlock a \$5,000 gift to support the school's highest priorities.

Dollar-for-Dollar Match:

WuShock will match, dollar-for-dollar, every gift made to the cause of your choice, up to \$5,000 to support students on Founders Day.

- ➔ *All challenge and matching gifts will be promoted prominently on the giving day website, in email updates and across social media channels to inspire others to participate. This visibility not only drives participation but also shows the immediate impact of your generosity for the programs you care about most.*

Reach out to Samantha Anderson for additional details on how you can support Founders Day of Giving.



➔ give.wichita.edu/founders-day

Samantha Anderson
samantha.anderson@wichita.edu
316-978-3819