



CORNELL
Giving Day

Giving Day 2025

March 13, 2025

12:00 a.m. to 11:59 p.m. EST.



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What is Giving Day?

Cornell Giving Day is an energetic, inspiring, 24-hour virtual gathering of alumni, parents, staff, students, faculty, and friends in support of a better Cornell and a better world.

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How it works...

- Every online and over-the-phone gift given on March 13 counts toward the total, regardless of designation. The Giving Day website displays a real-time running tally of the total number of donors and dollars raised overall, as well as for each college and unit.
- Colleges and units partner with central AAD in coordinating email messages, as well as other ways of driving excitement, competition, and gift-giving. The day is structured around challenges, during which colleges and units work to earn bonus money.
- Challenges on Giving Day will unlock challenge pools of money. They are designed to incentivize broad participation and outreach. Unless specified otherwise, bonus funds go to the annual fund of the college or unit winning the challenge or the parent annual fund for any support area designation.

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Giving Day at Cornell University Library



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Cornell University Library: Past and Future Success



Giving Day	Dollars	Donors
2024	\$130k	400
2023	\$133k	333
2022	\$134k	252

Goals for Giving Day 2025:

- Increase the number of donors to the Library
- Raise additional support for the Library
- Top dollar and donor totals from previous Giving Day events

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Student Engagement 2024

- 260+ student participants
- 250+ thank you postcards
- 7696 “pies” delivered in the Touchdown’s Pie Delivery video Game



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to do the greatest good

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Library Giving Day Challenges 2024

Faculty/Staff Challenge: When the first 50 Cornell faculty or staff make a gift to the Library on Giving Day, we unlock a \$5,000 gift to the Cornell University Library Annual Fund thanks to Carl A. Kroch University Librarian Elaine L. Westbrooks.

Library “Next Gen” challenge: When the first 100 next generation alumni (1–20 years out from graduation) make a gift to the Library, we unlock an additional \$10,000 towards the Library Annual Fund, thanks to Lauren McEnery '04, MBA '10.

Library 1:1 match: Thanks to the generous support of Library Advisory Council members, the first \$50,000 in donations to the Library will be matched dollar-for-dollar.

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Student Pop-Ups

Mann Library
10-11:30am

Olin Library
3-4:30pm



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Student Pop-Up Goals

While it would be great to raise money on the spot, the primary goals of student pop-ups are to:

- Get students and faculty excited about the Library
- Raise awareness about the Library's need to raise funds
- Thank donors
- Have fun!



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Student Pop-Up Plans

- Drawing
- Trivia & spin wheel
- Touchdown Pie Delivery Game
- Photo Booth
- Thank you postcards
- Gratitude Board
- Swag and Snacks



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Q&A

