

CLEMSON
Forever

GIVE DAY

CLEMSON IS *ON THE RISE*,
AND WE HAVE YOU TO THANK.

Big things start small, and your choice to give proves just what can happen when our family pulls together.

We may not know how many lives your generosity will impact as Clemson moves forward, but we know you'll be there the whole way.

Thank you, Clemson Family.

Generosity Today. Growth Tomorrow. Family Forever.

\$1,432,473

3,673 DONORS

clemson.edu/giving



TOP 10 FUND DESIGNATIONS	TOTAL	PERCENTAGE
Annual Operations	\$228,389	16%
Clemson Forward	\$151,250	11%
The Snow Family Challenge	\$130,000	9%
Annual Giving Holding Account	\$100,025	7%
IPTAY Quasi-Endowment	\$85,466	6%
President's Fund	\$60,280	4%
Fort Hill Clemson Club Scholarship Endowment	\$60,200	4%
University Initiatives Holding Account	\$55,000	4%
CECAS Dean's Excellence Fund	\$35,895	3%
Paw Journey	\$35,000	2%

420 NEW DONORS

125 # OF FIRST GIFT IN 5 YEARS

1,082 # ADDITIONAL GIFT THIS YEAR

16% UNRESTRICTED DOLLARS

\$150,000 LARGEST GIFT



AVG. ONLINE GIFT
\$173.48

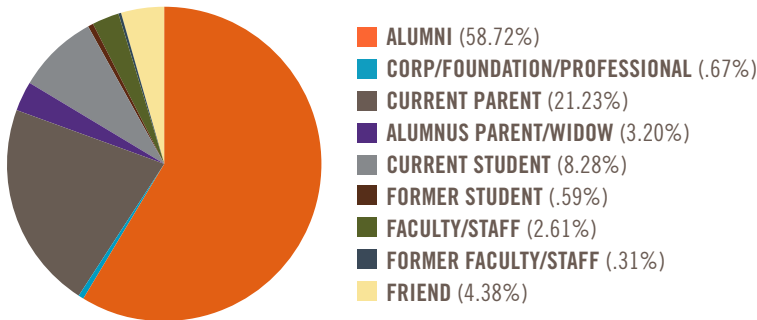


AVG. PHONATHON GIFT
\$45.20

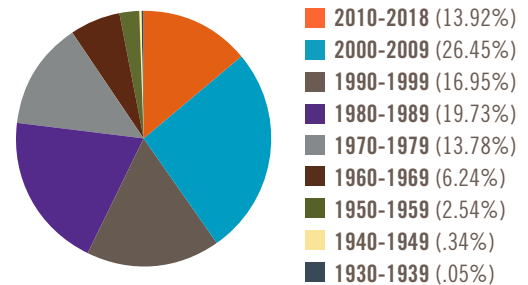


100%
CLEMSON CLUBS
PARTICIPATED

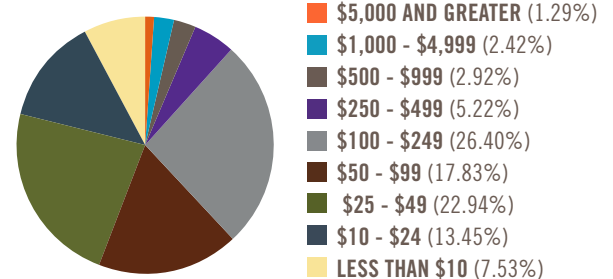
DONORS BY SOURCE



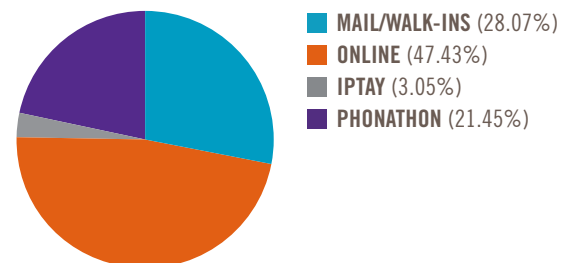
ALUMNI DONORS BY CLASS DECADE



DONORS BY GIFT LEVEL



DONORS BY GIVING SOURCE



FACEBOOK PROFILE FRAME: **332 USES**

FACEBOOK - UNIVERSITY ADS: **\$300 SPENT**

113,918 Total Impressions

82,790 Total Reach



SNAPCHAT FILTER ON-CAMPUS: **377 USES**

GOOGLE ADWORDS: **250,000** Total Impressions

953 clicks

GIVE DAY EMAILS: **23%** Avg Open Rate (Approx 29,500)

4.5% Avg Click-Through Rate (Approx 1,300)

16,425

GIVE DAY WEBSITE PAGE VIEWS

2,412

GIVE DAY VIDEO VIEWS ON YOUTUBE



ClemsonForward will position Clemson for the next 50 years and make an impact on real issues facing the people of our state and nation. Clemson Forever supports the goals of ClemsonForward through its unrelenting mission to strengthen the University by building a solid financial base of private giving, providing exemplary stewardship of those gifts and clearly communicating to donors the impact of their gift and the gratitude of the Clemson Family.

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