



GO BIG RED™

Glow Big Red is our annual 24-hour day of giving for the University of Nebraska–Lincoln!

HERE'S HOW TO SPONSOR A CHALLENGE:

STEP 1:

Make a commitment to sponsor a challenge. Gifts can range from \$500 to \$250,000. What's important is that you find an area on campus that is near and dear to you!

STEP 2:

Choose which kind of challenge you want to sponsor:

- **Donor count challenge:** If a certain number of donors makes a gift, your challenge gift is unlocked.

Example: Herbie sponsors a challenge for the Husker Pantry. Go, Herbie! Herbie makes a \$500 donation before Glow Big Red, and his gift will be unlocked when 10 donors make a gift to the Husker Pantry. To make sure his challenge is successful, Herbie posts about his challenge on social media and encourages his network to donate.

- **Dollar-for-dollar match:** All gifts will be matched dollar for dollar up to a specified amount.

Example: Herbie decides to give \$1,000 to the UNL Band Alumni Association for his Glow Big Red matching gift. Herbie rocks! This is a great way for him to maximize the impact of his gift. Herbie makes a \$1,000 donation before Glow Big Red and encourages his network to join him in supporting the UNL Band Alumni Association. Herbie's network collectively raises \$1,000, meaning the UNL Band Alumni Association receives a total of \$2,000 of support.

STEP 3:

Fill out the challenge donor application form:

<https://nfund.org/areas/glow-big-red/challengeform/>

STEP 4:

After completing the form, you'll receive a confirmation email which includes a link to make your gift if you choose to give online.

Questions?

Contact Janelle Domeyer at janelle.domeyer@nufoundation.org or 402-504-3328.

**Feb. 11-12, noon to noon,
Central Standard Time
glowbigred.unl.edu
#GlowBigRed**

GIVING CHALLENGES HELP BECAUSE THEY:

- motivate alumni and friends to support your favorite area on campus;
- raise the visibility and awareness of your favorite program during Glow Big Red;
- provide awareness of your company and its support of UNL; and
- demonstrate your dedication to the local nonprofit community.

WHAT'S IN IT FOR CHALLENGE SPONSORS?

- All challenge sponsors will be recognized on the Glow Big Red website.
- If an organization or business sponsors a challenge, their logo and website link can be included on the Glow Big Red website.
- All challenge sponsors will receive a Glow Big Red packet.
- Challenge gifts are gifts to the University of Nebraska Foundation, so they are fully tax-deductible charitable gifts.

