



CORNELL
Giving Day

Council Takes Action, Be a Giving Day Champion!

Cornell University Council Conversation

February 25, 2026



Today's Agenda

- Importance of Council Donor Participation
- Brief Overview of Giving Day
- Giving Day Champions
- Questions



Giving to Cornell is an Expectation of being a Council Member

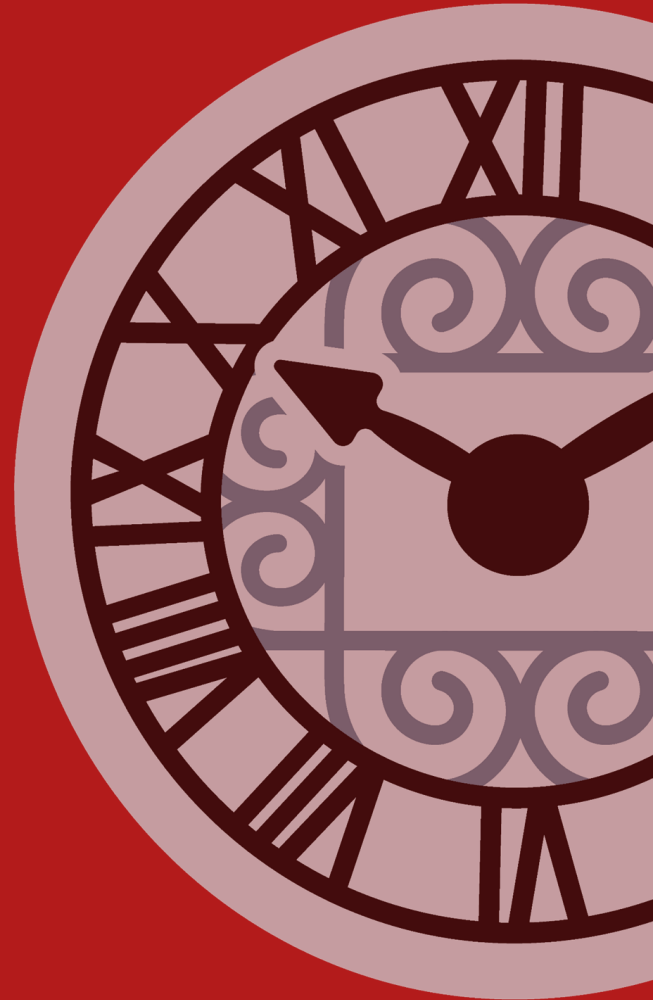
- Key Expectations of Council Membership
 - Attend the Trustee-Council Annual Meeting
 - Make a meaningful gift to Cornell on an annual basis
 - Nominate a Cornellian for a volunteer role at Cornell
 - Serve as Cornell Matters Advocate
 - Vote in Trustee Election
 - Participate in CUeLinks
- Council Development Working Group Goal is to reach 100% participation in annual giving from current Council Members
- To date, **210 current Council members (47%)** have made a gift this fiscal year



Give Now!

SAVE THE DATE:

March 12, 2026





CORNELL
Giving Day

11 years of Cornell Giving Day

Giving Day engages alumni, students, parents, and friends in a BIG way.

Over the last 11 years we've seen over:

- **192,000** total gifts
- **67,000** unique donors
- **\$85 million** dollars raised
- **50** states and **80+** countries each year



What makes Cornell Giving Day special?

- Communicates the clear value of a small gift and collective impact 📣
- Empowers programs of all sizes to participate alongside core university priorities 💪
- Connects Cornellians intergenerationally, globally, and virtually 🌐
- Drives innovation and collaboration 🚀

Giving Day grows & develops our donor base

Donor Acquisition



30% of Giving Day donors last year were first time donors

Donor Retention



43% of Giving Day 2024 donors renewed on Giving Day 2025

Next Gen Donors

30% of last year's donors were Students and Next Generation Alumni

Key Dates

February 17	Giving Day Champions Launch
February 26	Public Marketing Begins
March 10	International Early Give Opens
March 12	Giving Day



Champions

What is a Champion?

Giving Day Champions are passionate Cornell alumni, students, and friends who want to amplify their love for Cornell and inspire others to make a meaningful impact on the university community.

How to become a Giving Day Champion?

Using the Giving Day website's peer-to-peer fundraising tool, you can help Cornell raise more, engage more, and do more!

What is new this year?

- Refresh of the main Champions landing page
- New resources and FAQ page
- Champions cup challenge

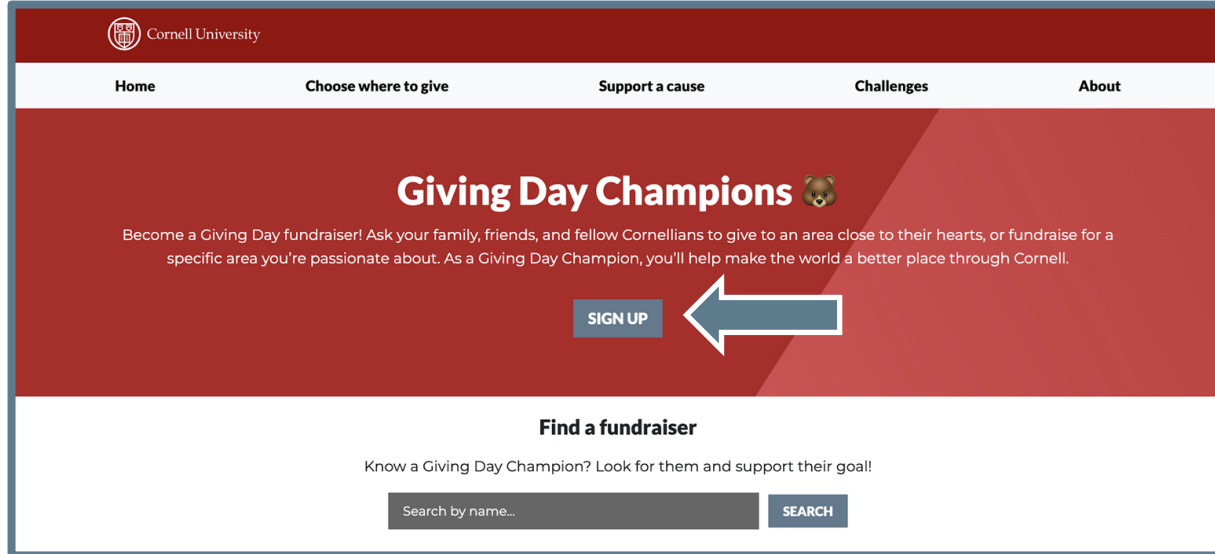


Giving Day Champions

- Nearly 500 Giving Day champions raised \$492,016 in 2025
- Organizations that utilize champions raise, on average, **48% more on Giving Day**
- Donors are more likely to respond to peer -to-peer outreach than mass solicitation outreach

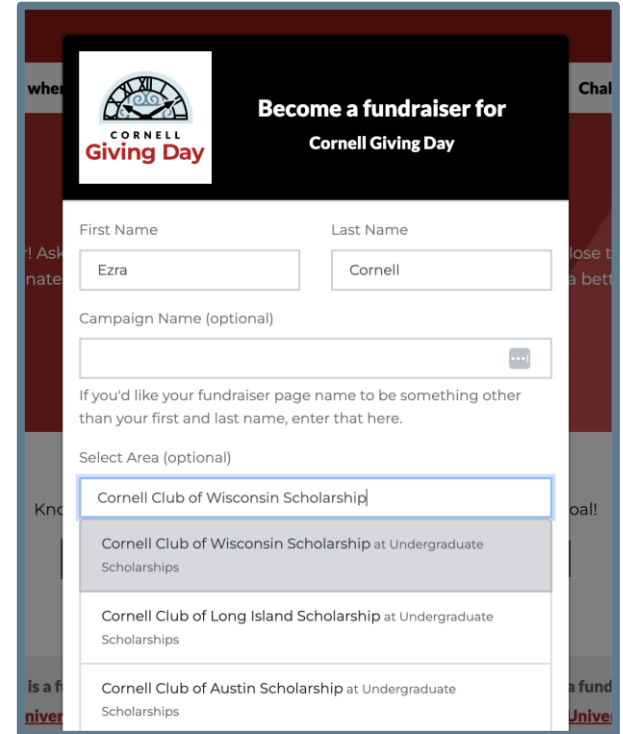


Sign up to be a Giving Day Champion!



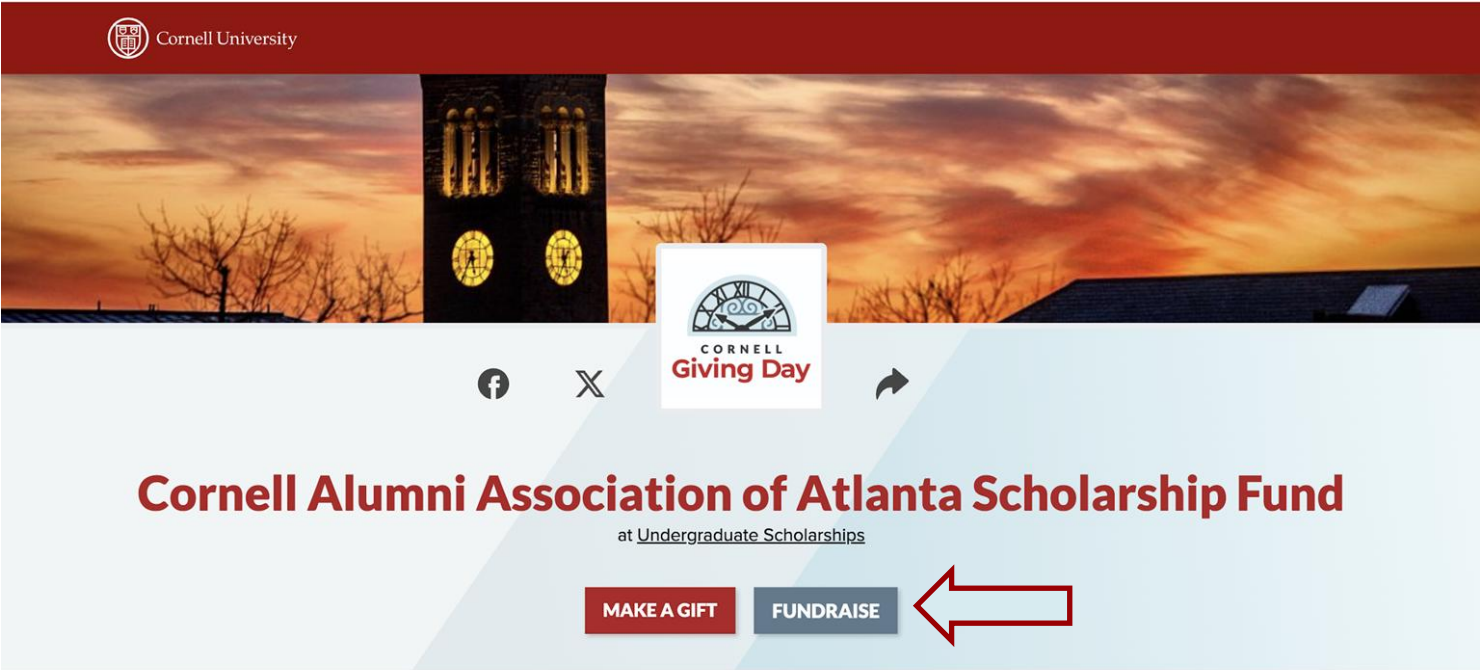
The screenshot shows the Cornell University Giving Day Champions landing page. At the top left is the Cornell University logo. A navigation bar contains links for Home, Choose where to give, Support a cause, Challenges, and About. The main heading is "Giving Day Champions" with a bear emoji. Below it is a paragraph: "Become a Giving Day fundraiser! Ask your family, friends, and fellow Cornellians to give to an area close to their hearts, or fundraise for a specific area you're passionate about. As a Giving Day Champion, you'll help make the world a better place through Cornell." A blue "SIGN UP" button is highlighted with a white arrow pointing to it. Below the main content is a "Find a fundraiser" section with the text "Know a Giving Day Champion? Look for them and support their goal!" and a search bar with a "SEARCH" button.

givingday.cornell.edu/fundraisers



The screenshot shows the Cornell Giving Day fundraiser sign-up form. At the top left is the Cornell Giving Day logo. The heading is "Become a fundraiser for Cornell Giving Day". The form includes fields for First Name (Ezra) and Last Name (Cornell). There is a Campaign Name (optional) field with a dropdown arrow. Below it is a text box with the instruction: "If you'd like your fundraiser page name to be something other than your first and last name, enter that here." There is a Select Area (optional) dropdown menu with the following options: "Cornell Club of Wisconsin Scholarship" (highlighted), "Cornell Club of Wisconsin Scholarship at Undergraduate Scholarships", "Cornell Club of Long Island Scholarship at Undergraduate Scholarships", and "Cornell Club of Austin Scholarship at Undergraduate Scholarships".

Sign up to be a Giving Day Champion!



The banner features a background image of a sunset over a building with a clock tower. At the top left is the Cornell University logo and name. In the center is a white box with the Cornell Giving Day logo, which includes a clock face and the text 'CORNELL Giving Day'. Below this box are social media icons for Facebook and X, and a share icon. The main text reads 'Cornell Alumni Association of Atlanta Scholarship Fund' in a large, bold, red font, with 'at Undergraduate Scholarships' in a smaller, grey font below it. At the bottom are two buttons: a red 'MAKE A GIFT' button and a grey 'FUNDRAISE' button. A large red arrow points from the 'FUNDRAISE' button towards the left.

Cornell University

CORNELL Giving Day

Cornell Alumni Association of Atlanta Scholarship Fund
at Undergraduate Scholarships

MAKE A GIFT FUNDRAISE

Giving Day Champions- What's new?

Giving Day Champions resources and FAQ

📍 McGraw Tower, Uris Library and Ho Plaza in fall, shot from Barnes Hall. | Photo: Lindsay France/Cornell University

[Giving Day Champions](#)

[Get your Giving Day Champion swag!](#) [Resources & FAQ](#)

Whether this is your first time or you are a returning Champion, check out the helpful tips below. Here are some additional resources and tools to help you have a successful Giving Day!

[Why Cornell giving matters](#) | [The power of collective impact](#) | [Engaging your network](#) | [Frequently asked questions](#) | [Templates and additional resources](#)

Champions Cup Challenge 🏆

When Champions get **five donors to give through their personalized link**, they unlock a premium swag item.

Steps to participate:

1. Sign up to be a Champion.
2. Complete the “Get your swag” opt-in form.
3. Share your personalized link!



As a Giving Day Champion, your job is simple:

- **GIVE** a gift to an area of Cornell that means the most to you on March 12
- **RECRUIT** at least five friends to join you in making a gift on March 12
- **SHARE** with [#CornellGivingDay](#) on your [social channels](#) to help spread the word



Resources

- [Giving Day website](#)
- [Giving Day Champions Basics](#)
- [Giving Day Champions Resources and FAQ](#)
- [Giving Day Champion Sign-Up](#)



Questions?

