Contests for the 2017 Day of Giving:

1. Club that raises the most money for their scholarship
2. Club that secures the largest average donation per donor (dollars/donors)
3. Club with highest number of donors to their scholarship
4. Club with the second highest number of donors to their scholarship
5. Club that is the most active on social media in promotion of and on, Day of Giving (will be tracked utilizing official 2017 Day of Giving hashtag)
6. Club that creates the most impactful Day of Giving communication strategy, including but not limited to email, social media and video content

The “Fine Print”:
- Only alumni clubs that hold expendable or endowed scholarships at Michigan State University are eligible to win
- All alumni clubs that hold expendable or endowed scholarships at Michigan State University are automatically entered
- For contests 1-5, the MSU Alumni Association will track all Day of Giving activity
- For contest 6, the MSU Alumni Association engagement team will select the winner
- Contest winners will be notified by mid-December, by their regional engagement director

Prize Choices:

Winning clubs will have their choice from the following prizes.

1. $300 in sponsorship support for a club activity or event supporting the club scholarship (funds to be paid directly to a vendor)
2. MSU Alumni Association engagement director to supply dinner for the club’s 2017 Day of Giving team, up to $300
3. 4 tickets to the 2018 homecoming football game
4. 1 year paid MailChimp/Constant Contact subscription, up to $300, for clubs that do not already have an iModules community
5. Gift cards from shop.msu.edu and/or Spartan Bookstore (club’s choice), valued at $300
6. Travel allowance up to $750 for the 2018 Alumni Club Leaders Summit; this prize is only an option for winners of contests 1 and 2