

et al.: Despite a winter storm, Dukes show up for JMU Giving Day

# News & Notes



(Counterclockwise): More than 100 students joined host J.R. Snow ('99) to kick off JMU Giving Day at the stroke of midnight; Deans Sharon Lovell (College of Health and Behavioral Studies) and Bob Kolvoord (College of Integrated Science and Engineering) were among the JMU celebrities working the phones; President Jonathan Alger discusses JMU Giving Day with local media.

## Despite a winter storm, Dukes show up for JMU Giving Day


24-hour online event smashes goals, raises more than \$600,000

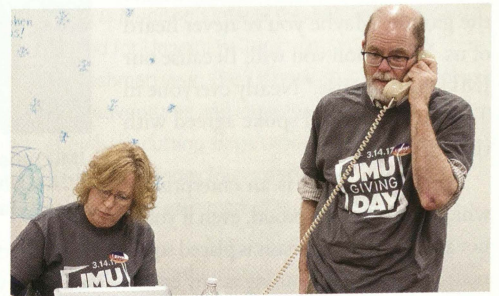


A BLIZZARD OF GENEROSITY made the second annual JMU Giving Day on March 14 a resounding success, as more than \$600,000 was raised despite a winter storm that closed the university.

During the 24-hour online campaign, Dukes made 4,349 gifts to

JMU, topping the 4,000 goal. A total of \$610,879 was raised, again far exceeding the goal of \$500,000. As excitement snowballed throughout JMU Nation, more than 10 million social media impressions were registered.

Dukes from all around the world gave in record numbers and established a new standard for giving to the university in a 24-hour period, proving once again that Dukes show up for days like this. 



### NUMBER OF GIFTS:

2016: 2,840  
2017: 4,349  
(exceeding our goal of 4,000)

### DOLLARS RAISED:

2016: \$354,689  
2017: \$610,879  
(exceeding our goal of \$500,000)

### SOCIAL MEDIA IMPRESSIONS:

2016: 6.2 million  
2017: 10.2 million