

BY THE NUMBERS

GIVING DAY SUCCESS

JMU's third 24-hour fundraising event receives enthusiastic support



BY THE NUMBERS



\$649,477
RAISED

TIME OF
FIRST GIFT
12:01:18 AM

153
CAMPUS
INITIATIVES
RECEIVED
GIFTS

5,095
GIFTS



1,854 SOCIAL MEDIA POSTS



1,083
1ST-TIME
DONORS



Alicia Pettis

@alicia_marie725 • Mar 13

BOOM BABY! Idk what you were doing at 12:01 am this morning, but I was making the first gift to @jamesmadisonuniversity on #jmutgivingday. You've got the rest of the day to join me! A gift of any size counts towards the goal of 5,000 gifts in 24 hours.