What’s New in 2018:

- Challenge runs **February 13-15**
- All classes compete **all three days**
- Compete by **class colors**, not decades
- **All classes** of all generations are invited to participate in the challenge
- **More prizes** and ways to win
- Using **GiveCampus** as giving platform

GiveCampus

**What is GiveCampus?** GiveCampus is an online fundraising platform specifically designed to help educational institutions engage donors through crowdfunding, giving days, social sharing and peer-to-peer fundraising.

**What are some benefits?**
- Real-time updates
- Donors can give in less than 60 seconds from any device
- Easy social sharing helps spread the word
- Ability for anyone to create their own challenges, whenever they want

More info coming soon!

We will share more information as FebruMary approaches, including a GiveCampus guide, some sample text, social media graphics and top tips and tricks to make the most of this month.

For now, start planning your outreach. Reach out to your MHF Officer if you have questions or want to discuss strategy.

Ways to Win:

**Class Color Cup (Feb 13-15):** The top three (3) classes in each color with the most donors during the challenge period will win. (12 total winners.)

- 1st place: $5,000
- 2nd place: $3,000
- 3rd place: $2,000

**Purple Phoenix Challenge (Feb 13-15):** Every 5 FP donors during the challenge period will add $250 to the fundraising total, up to 100 donors ($5,000 max.)

**New Donor Challenge (Feb 1-28):** The class (1) in each color with the most new FY18 donors by Feb. 28 will win $5,000. (4 total winners.)

**Dollar Challenge (Feb 1-28):** The class (1) in each color with the most dollars raised by Feb. 28 will win $5,000. (4 winners.)

**Mary Lyon Volunteer Challenge (Feb 1-28):** Any class with 100% MHFund volunteer participation and 100% Class Board participation by Feb. 28 will be entered to win an additional $5,000. (1 winner.)

Achievement Badges

Classes are encouraged to compete with themselves this year (not just other classes) so we are offering special prizes (digital badges) that your class can win for reaching participation achievements during the challenge period.

**Total Donor Badges (Feb 13-15):**

<table>
<thead>
<tr>
<th>Level</th>
<th>Donors</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>50</td>
<td>$500</td>
</tr>
<tr>
<td>Silver</td>
<td>75</td>
<td>$500</td>
</tr>
<tr>
<td>Gold</td>
<td>100</td>
<td>$500</td>
</tr>
<tr>
<td>Platinum</td>
<td>125</td>
<td>$500</td>
</tr>
</tbody>
</table>

Total of $2,000

* Challenge winners will have funds added to their fundraising total at the end of the year.