**Challenge FAQs**

**Which gifts count during FebruMary?** Online gifts (via GiveCampus), gifts made over the phone, and mailed gifts received during the challenge dates count. Gifts of any size count, though there is a $5 minimum for online gifts.

**How often is the website updated?** GiveCampus will update all online gifts in real time. Phone and mail gifts will be manually entered twice a day.

**When will I see FebruMary gifts on the Volunteer Hub?** Due to the high volume of gifts that come in, plan on it taking an additional day or two for gifts to be processed. If you have questions about a specific alum, you can ask your MHFund Officer.

**Who can participate?** Anyone! All donors count (even those who have already given this year) so you can encourage all classmates to participate.

**Tips for Success: Melanie Haber ’10**

1. **Ask friends to reach out to their networks.** Many of us on the 2010 class board had different friendship groups in college. Our social media manager reaches out to the theater people she was close with. We have a person who played field hockey who is not on our class board, but is very responsive when we ask her to reach out to the other field hockey people to ask them to give.

2. **Take the following steps on FebruMary:**
   a. **Text** people who do not pay attention to social media.
   b. **Create Instagrams** on your own personal Instagram account.
   c. **Send emails** directly to classmates who are more likely to pay attention to email rather than texts.
   d. **Ask the class board to post** about FebruMary on their own personal pages.
   e. **Send direct Facebook messages** to people asking them to give.

3. **I have found the most successful contact is personal contact** rather than trying to spam people via mass appeals. I have also noticed that since I have been a head class agent for so long, when I am the one to lead the efforts, more people seem to be inclined to follow and help me get the word out.

**Ways to Win:**

**Class Color Cup (Feb 13-15):** The top 3 classes in each color with the most donors during the challenge period will win.
   - 1st place: $5,000
   - 2nd place: $3,000
   - 3rd place: $2,000

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

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

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

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

**Achievement Badges**

We are offering special prizes (digital badges) that your class can win for reaching participation achievements during the challenge period.

**Classes earn up to $500/badge, $2,000 total.**

- Bronze: 50 donors
- Silver: 75 donors
- Gold: 100 donors
- Platinum: 125 donors

**Tips for Success: Leslie Green ’94**

1. **Save the Date!** Two weeks prior to FebruMary, remind your class about what FebruMary entails and how many gifts you are shooting for. Last year our class also held a drawing for people who sent us screenshots of their calendars or post-it note reminders for that date, just to encourage people to get it on their schedules.

2. **On midnight before the Class Color Cup begins, contact anyone living abroad or even on the West Coast, Alaska, or Hawaii because they would be awake. Last year, our class woke up to over 30 gifts!**

3. **GREEN DOTTING!!!** When someone in your class is online that day, start an instant message with them on Facebook and paste in a short and sweet reminder about FebruMary with the link to make a gift. This is incredibly effective, even if it is a bit stalker-ish.