

Give Day 2016: Did Clemson Reach Its Goal?

Jasmine Bryson, *Contributor*

This year's Clemson Give Day took place on April 6th, 2016 from 12:01 a.m. to 11:59 p.m. of the next day. The Give Day will give the Clemson family the opportunity to show their Clemson family that they are All In. Every gift that is donated to Clemson—no matter how big or small—creates opportunities for the Clemson family.

The Will to Lead Campaign began in 2006 when there was a recommendation to begin a campaign to raise needed support for Clemson faculty and students by the Clemson University Foundation. Although this was one of the worst economic climates in our nation's history, Clemson alumni and friends still contributed to the call and exceeded the \$600 million July 2012 by almost \$9 million according to the Will to Lead campaign. Because of this, Clemson established 357 scholarships and fellowships to deserving students, increased student engagement opportunities such as the Creative Inquiry program, and established 95 new endowed chairs, professorships, and faculty support according to the Will to Lead campaign.

In the end, the Will to Lead campaign raised \$900 million on Clemson Give Day on the last year of its run, \$100 million short of its goal. In fact, the gifts and donations from staff, alumni, supporters, faculty, and students totaled \$903,883.76 just on Wednesday, April 6th according to the Clemson newsstand. This total will help Clemson reach private fundraising goal of \$105 million to support the Will to Lead campaign. Some of the donors included a couple that pledged \$100,000 and Hubbell Lighting Inc., a corporate leader who donated \$10,000 that will help provide for five \$2,000 scholarships

In all, there were more than \$3,000 donors who contributed on Give Day although more than half of the donations were online. On Twitter, there were 1,608 posts about Give Day. Clemson vice-president for Development and Alumni relations, Brian O'Rourke said that "We asked the Clemson Family and friends to help support the university on Give Day, and they did that and more. Their generosity exceeded our expectations. We thank them on behalf of our present and future students who are the ultimate beneficiaries of these gifts," according to the Clemson newsstand. O'Rourke thanked the donors saying "Thank you for helping us get one step closer to the end zone of our Will to Lead capital campaign. Your gifts will leave a lasting impact."