UNCG
BELIEVE IN THE G

48-Hour Giving Challenge
2018 Results



This is Awesome
We exceeded our goal of 1,000 gifts in 48 hours

1,100 Gifts
...and counting

Loyal Spartans made gifts online, over the phone, by mail and in person

Where did the gifts go?
Gifts were made to 316 different designations

Top 2 Designations:
1. UNCG Annual Fund
2. Bryan School Enrichment Fund

#BELIEVEINTHEG

834
mentions on Instagram, Facebook and Twitter



1.8M
social impressions



7 Regional Network Events

Plus, on campus: 500 bags of popcorn
Dozens of rides on the Swag Cab
and 1 pie to the face

More than $517,000 raised