



Giving Tuesday – Talking Points

WHAT

Giving Tuesday is November 27, and is a global day of giving that happens on the Tuesday after Thanksgiving every year. We are reaching out to NMSU alumni and friends not only around the state, but also across the country and the world, to help us make a difference for our students in New Mexico.

WHY

This day of giving benefits all of our students, creating new scholarship opportunities that help students from all backgrounds. We're a land-grant university, so we have many students who are first-generation college students or who wouldn't otherwise be able to afford college. Scholarships are an important way to help them leave college debt-free.

This is an NMSU system-wide event that benefits all of NMSU's campuses, including Doña Ana Community College, Alamogordo, Carlsbad and Grants.

WHERE AND WHEN

To celebrate the day, NMSU will have a Giving Tuesday headquarters on NMSU's Las Cruces campus in Corbett Center's Aggie Lounge, which will be open from 9 a.m. to 5 p.m., with a special kickoff celebration at 9 a.m. and a closing celebration at 5 p.m.

If you can't stop by, you can still get involved – go to giving.nmsu.edu to make a secure gift online on November 27 (starting at midnight and ending at 11:59 p.m. that night).

LAST YEAR

- Last year's event brought in more than **\$2.5 million in gifts**.
- More than **65 new scholarships** were established last year.
- More than **1,700 donors**, including **368 who were making their first-ever gift** to the NMSU system, participated last year.

THIS YEAR

We have many dollar-for-dollar matching opportunities available this year, though not every gift will be eligible for a match, and matching funds are available on a first-come, first-served basis.

Here are this year's matching opportunities (as of 10/17/2018):

- Get matched up to \$500 per household when you make your gift in person at the Giving Tuesday Headquarters in Corbett Center Aggie Lounge on the Las Cruces campus between 9:00 a.m. and 5:00 p.m. on Giving Tuesday. A total of \$95,000 is available for matching!
- Get matched up to \$500 per household when you make your gift online at giving.nmsu.edu between 12:00 a.m. and 11:59 p.m. on Giving Tuesday. A total of \$100,000 is available for matching!

- First-time donors get matched up to \$500 per household online OR in person at Giving Tuesday Headquarters on November 27. Only \$25,000 is available for matching, so get your first-time gift in quick!
- Proud Aggie alumni, who believe in the mission of Aggie Cupboard, will match your gift of any amount to NMSU's Aggie Cupboard dollar-for-dollar. A total of \$3,500 will be available for matching on gifts to NMSU-Las Cruces' Aggie Cupboard and \$1,500 will be used toward matching for gifts to NMSU-Alamogordo's Aggie Cupboard.

As more matching opportunities become available, they will be listed at support.nmsu.edu/GT to find your match!