



Class-Color Cup 2019

Challenge Intro Guide

Key Info for 2019

- Challenge is just 48 hours: **February 28–March 1.**
- Compete by **class colors**, not decades
- **Three winners** for each color
- The **Purple Phoenix Challenge** is a separate challenge
- If we reach **3,000 donors**, we earn an extra **\$50,000 for MHC**
- Using **GiveCampus** as giving platform:
 - [Class-Color Cup 2019](#)
 - [Purple Phoenix Challenge 2019](#)

Challenge FAQs

Which gifts count during the Class-Color Cup?

Online gifts (via **GiveCampus**, [paypal](#) or [mtholyoke.edu/go/mhcgive](#)), gifts made over the phone or through Venmo, 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.

What is the MHFund doing for outreach?

- **Emails:** The MHF office will send periodic emails leading up to — and throughout the duration of — the challenge.
- **Phonathon:** Callers will reach out to alums from **6-9pm EST** during the challenge period. Priority will be given to FY19 non-donors who have given in past FebruMary challenges and LYBUNTs.

Helpful Resources

1. [Class Color Cup Digital Resources Page](#): Includes links to helpful guides, downloadable images and sample text, in case you need some inspiration.
2. [GiveCampus 101](#): Outlines 4 easy steps for GiveCampus success. People who sign up to be Advocates can win some special incentives, so sign up if you feel comfortable.
3. [MHC Forever Blog](#): Follow the blog for interesting facts about the class colors, symbols and more.
4. [Your MHF Officer](#): If you have any questions, feel free to reach out to your class officer.

Ways to Win

Class Color Cup (Feb 28–Mar 1):

The top 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 28–Mar 1):

Every 5 FP donors during the challenge period will add \$250 to the fundraising total, up to 100 donors (\$5,000 max).

Mary Lyon Volunteer Challenge (Jul 1–Mar 1):

Any class with **100% MHFund volunteer participation and 100% Class Board participation by March 1** will be entered to win an additional \$5,000 (*1 winner*).

GiveCampus Tips for Success

1. **Become an Advocate!** Go to the campaign page and click 'Sign Up' and you can create an account by linking to your Facebook or email.
2. **Offer a Matching Gift or Challenge!** Leverage your gift to inspire others!
3. **Create a 'personal plea' video!** Videos don't need to be long or really high-quality – they can be as touching or silly as you like as long as they are authentic. You can use your web cam or smartphone to record, and easily upload to GiveCampus.
4. **Make a gift!** Lead by example and help us to build momentum as we launch the challenge.