Keep Your Day of Giving Fresh
Five Years of #iBackAPP Day

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Today’s Agenda

Appalachian at-a-glance
Our Day of Giving Cause
Year by Year Changes
Other Topics
18,811 students
  - 17,017 undergraduate
  - 1,794 graduate
  - 1,274 distance education
17,126 in state, 1,685 out of state
123,000+ living alumni
More than 150 undergraduate and graduate programs offered
Leaders in Education and Sustainability
Our Chancellor: **Dr. Sheri Everts**

**Block “A” logo**

Appalachian competes in the **Sun Belt**

**Yosef, the Mountaineer**
The Appalachian Fund is the University’s unrestricted annual fund.

- It can support any area, at any time, without restriction, including areas in critical need.
- The Appalachian Fund provides support to more than 70 areas across campus.
What is #iBackAPP Day?

- #iBackAPP Day is a 24-hour celebration of Appalachian State University and The Appalachian Fund.
- We ask every member of the Appalachian Family to:

  GIVE  
  ![Give Icon]

  WEAR  
  ![Wear Icon]

  SHARE  
  ![Share Icon]
Historical Context

- First #iBackAPP Day took play on May 1, 2014 (5.1.14)
- Originally established to increase the APR at Appalachian State
- Coincided with final year of Campaign
- April 19 marked the 5th annual #iBackAPP Day
- UT Knoxville “Big Orange Give” was main inspiration
#iBackAPP Day 2014

Donors: 1,263  
Dollars Raised: $161,963.78

- Date: Thursday, May 1
- Inaugural year
- Donor goal: 500
- More than $70k from Challenge donors
- Utilized “Champions” to spread the word
- Most gifts (#) came from Class of 2011
#iBackAPP Day 2015

- Donors: 1,543
- Dollars Raised: $175,622.97

- Date: May 1, 2014
- 1,500 donor goal
- Utilized Challenge “cohorts” to leverage various affinity groups
- Student callers worked with volunteer callers
- Increased campus involvement
#iBackAPP Day 2016

Donors: 2,186  
Dollars Raised: $197,766.80

- Date: May 5, 2016
- AppS.T.A.T led a targeted initiative to engage with staff across campus
- Counted married couples as 2 #iBackAPP donors
- 16 Alumni Chapter events across the country
- Utilized Facebook advertising
#iBackAPP Day 2017

Donors: 2,700  
Dollars Raised: $188,679.47

- Date: May 4, 2017
- Opened gift form early
- Greek Cohort competition
- Tagboard social media aggregator
- Increased email and #iBackAPP videos
- Most donors in a single day in App’s history
#iBackAPP Day 2018

Donors: 2,471  
Dollars Raised: $174,340.00

- Date: April 19, 2018
- iModules-designed site
- Social Media Plan
- Updated Champion envelopes
- Campus event
Pics or it didn’t happen
Together, WE BACK APP
Questions?