

One Day for Iowa: Fundraising in the Digital Age

By Veronica Sanchez



What motivates individuals to contribute funds to a cause? In an era where ubiquitous connectivity to phones, computers, and social media prevails, the constant solicitation for financial support is apparent, whether one is consciously aware of it or not. During One Day for Iowa, University of Iowa departments participating in the event must employ innovative strategies to attract attention and secure donations.

One Day for Iowa, organized by the Center for Advancement, constitutes the University's 24-hour online giving day, open for participation by any department. Notable participants include the Carver College of Medicine, College of Dentistry, College of Education, Department of Dance, Hawkeye Athletics, Hancher Auditorium, the Honors Program, and more. These departments leverage social media and email outreach to garner support and donations from their followers, each equipped with a personalized link for dissemination.

Departments also engage in challenges facilitated by One Day for Iowa, where participation in various social media campaigns affords opportunities for additional funding from the Center of Advancement. Notably, the photo challenge encourages units to post pictures on Instagram or Facebook, tagging #1DayforIowa and the relevant department to direct funds.

Dr. Shaun Vecera, Director of the Honors Program, emphasized the significant assistance provided by One Day for Iowa, stating, "We don't solely rely on One Day for Iowa for funding, but it certainly plays a crucial role in supporting scholarships, events, and other avenues for student development." Honors Program students benefit from access to professional staff and peer mentors, utilizing funds for scholarships and improving student spaces.

The Blank Honors Center, situated between Burge Hall and Pomerantz Career Center on the north side of campus, actively participates in One Day for Iowa, incorporating engaging challenges as incentives for donations. Dr. Vecera's commitment to dumping ice water over his head for surpassing previous fundraising goals and the "Pie Party" hosted by Dr. Emily D. Hill and Dr. Vecera exemplify the lighthearted initiatives undertaken.

Dr. Hill emphasized, "Offering students an incentive is an effective method to encourage participation. We don't explicitly ask for donations, but urging them to share our donation link and social media posts opens the possibility for potential donors." This year, the Honors Program aims to exceed \$13,000 in fundraising, surpassing the 2023 total and providing ongoing opportunities for students.

The Honors Program's strategy during One Day for Iowa revolves around showcasing the passion and dedication of their students and staff. Through strategic dissemination of messages on social media and via email during the event, they aim to convey to donors that their cause is deserving of support.

To support the Honors Program during One Day for Iowa, share their social media posts on Facebook and Instagram, visit their donation link at 1dayforiowa.org/honors24, and participate in the One Day for Iowa Photo Challenge. Stay tuned to their social media platforms for additional information.



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