UC SANTA BARBARA

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Shelly Leachman

Gauchos Are Generous

UCSB's first-ever Give Day delivered in a major way. The one-day digital fundraising drive scored 1,268 total donors, who together gifted the university $3.7 million in just 24 hours.

The event generated excitement on campus, across California and around the world. Alumni networking receptions celebrating Give Day were held in Sacramento, San Francisco, Los Angeles and even London. Closer to home, pop-up surprises rolled out all day at UCSB, with food giveaways and free activities for students at the UCen, the Student Resource Building and the Auhll Student Center.

Enthusiasm for Give Day in social media, where the initiative aimed to honor the Gaucho spirit, was unprecedented for UCSB. There were thousands of mentions of #UCSBGiveDay in various social media platforms, and the campaign was trending regionally on Twitter. Participation by prominent alumni — including actor Michael Douglas and musician Jack Johnson — helped to sustain engagement throughout the day and provided key support for the effort.

For access to the "UCSB Give Day | Highlights" video, featuring highlights from UC Santa Barbara's first Give Day, please contact us.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community

of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.