



1842 DAY

UNITE TO IGNITE

SEPTEMBER 18, 2018

5,778

TOTAL DONORS

6,782 INCLUDING SOFT CREDIT

\$4,710,269

TOTAL DOLLARS

INCLUDES DOLLAR COMMITMENTS FROM ALL DONOR CHALLENGES

CHALLENGES

1842 DAY CHALLENGE

SURPASSED OVERALL GOAL OF 5,000 DONORS IN 24 HOURS

NOVA NATION CHALLENGE

ACHIEVED DONORS FROM ALL 50 STATES, WASHINGTON D.C. AND 10 COUNTRIES

CAT CABS

\$36,500 RAISED TO SUPPORT 68 STUDENT ORGANIZATIONS AND ACADEMIC DEPARTMENTS

SPONSORED BY 2 DONORS

PARENTS CHALLENGE

YOUNG ALUMNI CHALLENGE

NEW UNDERGRADUATE ALUMNI

DONORS CHALLENGE

SENIOR CLASS GIFT CHALLENGE

COLLEGE OF LIBERAL ARTS AND SCIENCES CHALLENGE

M. LOUISE FITZPATRICK COLLEGE OF NURSING CHALLENGE

CHARLES WIDGER SCHOOL OF LAW YOUNG ALUMNI CHALLENGE

WOMEN'S ATHLETICS INITIATIVES CHALLENGE

\$1,223,850

TOTAL RAISED THROUGH DONOR CHALLENGES

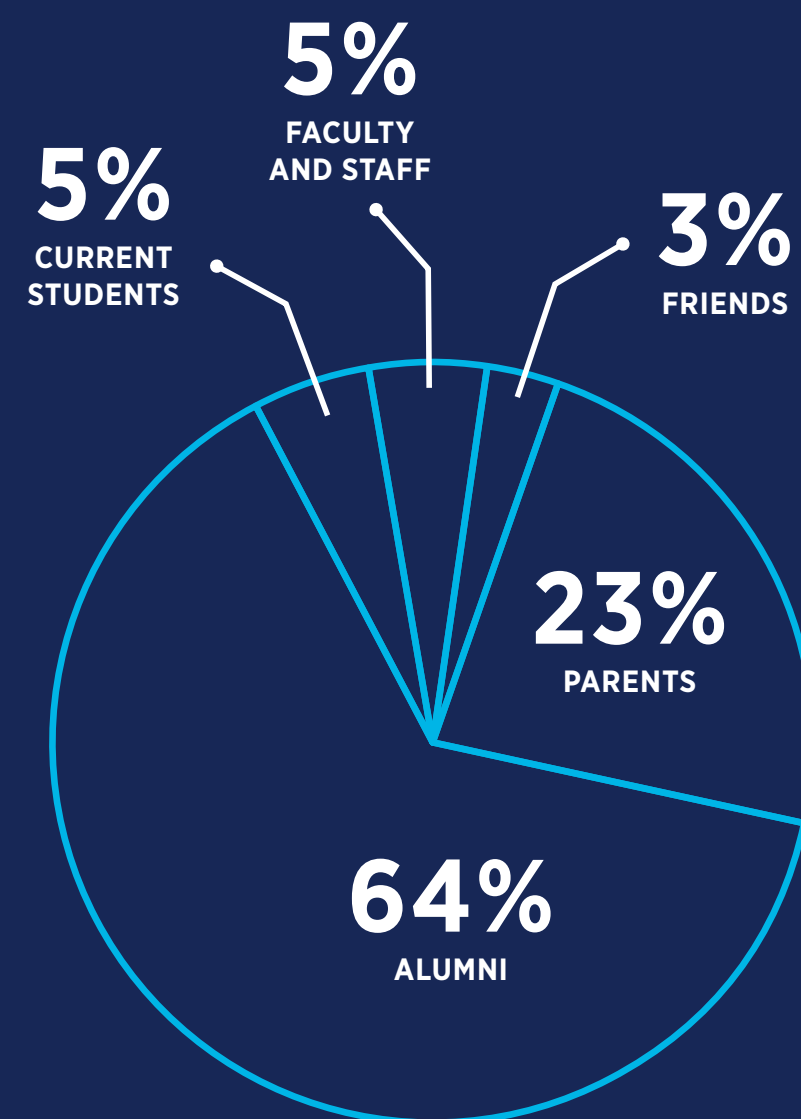


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AREAS ACROSS CAMPUS RECEIVED GIFTS

MOST DONORS: ANNUAL FUND (1,188 DONORS)
HIGHEST GIFT TOTAL: ANNUAL FUND (\$252,808)

BREAKDOWN BY PRIMARY CONSTITUENT TYPE

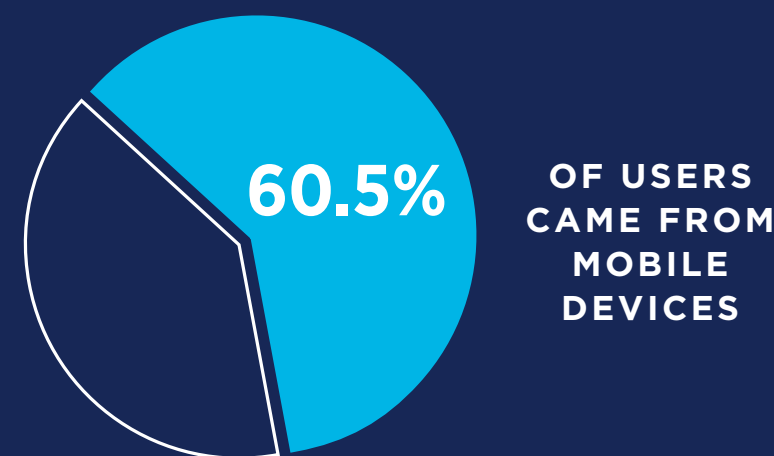


WEBSITE

13,666 UNIQUE USERS

51,540 UNIQUE PAGE VIEWS

3.4 AVERAGE PAGE VIEWS PER SESSION



56%

OF WEBSITE REFERRALS CAME FROM FACEBOOK

68,200

VIEWS ON 1842 DAY FACEBOOK VIDEOS

3,570

TOTAL UNDERGRADUATE ALUMNI DONORS

REPRESENTS 4.5% PARTICIPATION GAINED TOWARD 30% FY19 GOAL



IMAGE CREATED FROM OVER

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WORDS AND PHRASES SUBMITTED BY VILLANOVANS ON CAMPUS AND ONLINE