

Appendix A: Social Media and Graphics

Social Media Posts: Cobber Giving Days: The following are samples of some of the posts made on social media throughout the November Board Challenge, as well as links to the videos from Matt and Kat LIVE! and graphics from throughout the Cobber Giving Days.

Concordia College is with Matt Dymoke.
November 15, 2019 · 🌐

Hooray — we did it!

You seized the moment and gave more than \$200,000 during our Concordia Giving Days. Together with our Board of Regents, we have raised more than \$400,000 for student scholarships!

We are inspired by your generosity. Thank you!

www.cord.edu/moments
#cobbersgive




5,300 People Reached 1,460 Engagements [Boost Post](#)

👍❤️🗨️ 113 2 Comments 1 Share

👍 Like 🗨️ Comment ➦ Share

Concordia College
November 14, 2019 · 🌐

We did it! We reached \$5,000! As promised, enjoy this exclusive banana chocolate chip muffin recipe from Concordia Dining Services.

Let's keep the momentum going. With 175 new gifts today, our Board of Regents will give an additional \$25,000 for student scholarships.

SEIZE THE MOMENT: <https://www.concordiacollege.edu/moment...>
[See More](#)



BANANA CHOCOLATE CHIP MUFFIN
Recipe from Concordia College Dining Services

- ½ Cup Butter or Margarine
- ½ Cup Sugar
- 1 Egg
- 1 Cup Mashed Bananas
- 1tsp Baking Soda
- 1tbsp Hot Water
- 1 ½ Cup Flour
- ¼ tsp Salt
- ½ Cup Chocolate Chips

Preheat oven to 350 degrees Fahrenheit

Banana mixture:

- In a large bowl cream together margarine/butter and sugar.
- Dissolve baking soda in hot water
- Add eggs, mashed bananas, and dissolved baking soda to mixture
- Mix well

13,045 People Reached 3,088 Engagements [Boost Post](#)

👍❤️🗨️ 225 36 Comments 41 Shares

👍 Like 🗨️ Comment ➦ Share

Concordia College
November 5, 2019 at 12:26 PM · 🌐

Let's seize the moment — this Nov. 12-14, all gifts will be matched by our Board of Regents up to \$175,000 for student scholarships!

GIVE: <https://www.concordiacollege.edu/moment>




SEIZE THE MOMENT
Nov. 12-14 // #cobbersgive
CONCORDIA GIVING DAYS 2019

👍 Like 🗨️ Comment ➦ Share

Concordia College is with Matt Dymoke...
 November 14, 2019 · 🌐

If we can reach 750 donors by noon, Matt is jumping in the Concordia swimming pool!
 SEIZE THE MOMENT: <https://www.concordiacollege.edu/moment>
 #cobbersgive



4,694 People Reached 322 Engagements [Boost Post](#)

👍❤️ Amy Karrow, Monica Miller and 35 others 5 Shares

👍 Like 💬 Comment ➦ Share 🌐

Concordia College was live.
 Published by Tracey Bostick !?! · November 14, 2019 · 🌐

GOOD MORNING, COBBERS!
 We're going behind the scenes with Dining Services. With one day left of Concordia Giving Days, help us raise \$5,000 by 8 a.m. and we'll release Concordia Dining Services' banana chocolate chip muffin recipe!
 #cobbersgive... [See More](#)



02:51

✅ **Get More Likes, Comments and Shares**
 When you boost this post, you'll show it to more people.

4,165 People Reached 471 Engagements [Boost Post](#)

👍❤️ Mary Jo Peterson, Kevin Kaurin and 19 others 1 Comment 7 Shares

👍 Like 💬 Comment ➦ Share 🌐

It's Concordia Giving Days! Cobbers in the Fargo-Moorhead community and throughout the country are showing their support. We appreciate any gift you can make. 🙏

Today and tomorrow, seize the moment and support current and future Cobbers: <https://www.concordiacollege.edu/moment>
 #cobbersgive... [See More](#)



Links: Matt and Kat LIVE!

1. Matt and Kat LIVE!: Chapel Choir - <https://www.facebook.com/concordiacollege/videos/1181183772272418/>
2. Matt and Kat LIVE!: Wrestling - <https://www.facebook.com/concordiacollege/videos/1188560751353236/>
3. Matt and Kat LIVE!: Thanksgiving Dinner - <https://www.facebook.com/12113446918/videos/2265541973736349/>
4. Matt and Kat LIVE!: Biology - <https://www.facebook.com/concordiacollege/videos/2846851912026241/>
5. Matt and Kat LIVE!: Pool - <https://www.facebook.com/12113446918/videos/451458392238866/>
6. Matt and Kat LIVE!: Classroom - <https://www.facebook.com/concordiacollege/videos/503700260227085/>
7. Matt and Kat LIVE!: Kickoff - <https://www.facebook.com/concordiacollege/videos/2509420625818184/>

Graphics: 2019 Cobber Giving Days





Appendix B: Email Communications

Below are a sampling of the emails sent out throughout the 2019 Cobber Giving Days.



Moments Like These

The anxious excitement of arriving on campus and putting on a beanie. Late night study sessions with classmates who became great friends. Gratitude for a mentor who was there when needed most.

It's moments like these that shape our Cobbers and empower them to be their best.

Today is the first day of our Concordia Giving Days. Today through Thursday, your gift for student scholarships will be matched by our Board of Regents up to \$175,000!

Last year you were one of more than 1,000 donors who helped us surpass our goal. THANK YOU. Will you join us again by seizing *this* moment to make a difference in lives of Cobbers?

[GIVE TODAY >](#)



Make your gift then share a favorite Concordia moment on social media using #cobbersgive for a chance to win a T-shirt.



Feel the Spirit

It's day two of our Concordia Giving Days. What a fantastic week on campus! Our Concordia community, alumni and friends are rallying on behalf of our Cobbers.

As we celebrate all things Concordia, we invite you to follow along on Facebook tomorrow. Matt Dymoke '14 and Katherine "Kat" (Nye) Halvorson '02 will go behind the scenes across campus with the folks and places influenced by these gifts. AND if we've reached 750 total gifts by noon, watch LIVE as Matt jumps in the Concordia pool!

Finally, we hope you'll join us for Happy Hour at Legends Sports Bar and Grill in Moorhead tomorrow night.

[LEARN MORE >](#)



CONCORDIA COLLEGE

Concordia College
901 8th St S
Moorhead, MN 56562

[Visit our website at concordia.edu](#)



Today is the Day

We are inspired by our donors' stories about why they choose to invest in Concordia and students like yours.

This week a ten-year-old boy dropped off his 24 gold coins. A parent of four Cobber alumni called to make his gift. A long-time staff member on our maintenance team became a C-400 leadership donor. All because they believe in our students and the impact of a Concordia education.

Our Board of Regents has issued one final challenge: **If 175 donors make a gift of any size today, they will contribute an additional \$25,000!**

We are reminded this week of the hundreds of people who are deeply invested in Concordia's mission and students. Thank you for the ways you care for your own Cobber. Will you join us today with a gift to provide all students with the opportunity to succeed?

Every gift truly makes a difference.

GIVE TODAY >

P.S. Already made your gift? Thank you!

P.P.S. Join us today for one of our [Cobber Celebration Events](#) hosted by alumni and staff at locations all across Minnesota.



Don't Miss Matt & Kat Live

Follow along on [Facebook](#) today as Matt Dymoke '14 and Katherine "Kat" (Nye) Halvorson '02 go behind the scenes with the people and places you support through your gift during our Concordia Giving Days.

Appendix C: Mailed Pieces

Item 1: Faculty/Staff Mailer:



CONCORDIA GIVING DAYS 2019



SEIZE THE MOMENT

Nov. 12-14 // #cobbersgive



Beginning college with excitement, nervousness ... and a beanie. Exploring challenging questions alongside a favorite professor. Getting advice from a trusted mentor when it's needed most.

IT'S MOMENTS LIKE THESE COBBERS REMEMBER FOREVER.

Now we're inviting past and present faculty and staff like you to seize this moment to help ensure the next generation of Cobbers can create their own Concordia stories.

This Nov. 12-14, all gifts will be matched by our Board of Regents up to **\$175,000** for student scholarships!

GIVE TODAY ConcordiaCollege.edu/moments

Make your gift then share a favorite Concordia moment on social media using #cobbersgive for a chance to win a T-shirt!

Payroll Deduction:
New or Update to existing
Gift of \$ _____ monthly or biweekly
through payroll deduction

A NEW OR INCREASED PAYROLL DEDUCTION WILL BE MATCHED 3-TO-1!

Payroll deduction form:
ConcordiaCollege.edu/payrolldeduct

Credit Card:
ConcordiaCollege.edu/moments

Cash/Check:
Send to the Concordia Advancement Office
(made payable to Concordia College)

\$ _____

DM200HALL
923187TBD1019



Item 2: General Post Card



Beginning college with excitement, nervousness ...
and a beanito. Studying with a roommate who
has become a great friend. Getting advice from
a favorite professor when it's needed most.

**It's moments like these
Cobbers remember forever.**

Now we'll seize this moment to help ensure a
new generation of Cobbers can create their
own Concordia stories. This Nov. 12-14, all gifts
will be matched by our Board of Regents up
to \$175,000 for student scholarships!

Give Today
ConcordiaCollege.edu/moments

Make your gift then share a favorite
Concordia moment on social media using
#cobbersgive for a chance to win a T-shirt!

MOOREHEAD MINNESOTA
**CONCORDIA
COLLEGE**

Concordia College
Office of Advancement
501 5th St. S.
Morehead, MN 56562

NONPROFIT
BUS. PRINTING
PAID
CONCORDIA COLLEGE

Item 3: General Mailer

CONCORDIA COLLEGE
 Office of Advancement
 901 8th St. S., Moorhead, MN 56562

NONPROFIT
 U.S. POSTAGE
PAID
 CONCORDIA COLLEGE



Beginning college with excitement, nervousness ... and a beanie. Studying with a roommate who has become a great friend. Getting advice from a favorite professor when it's needed most.

IT'S MOMENTS LIKE THESE COBBERS REMEMBER FOREVER.

Now we'll seize *this* moment to help ensure the next generation of Cobbers can create their own Concordia stories.

This Nov. 12-14, all gifts will be matched by our Board of Regents up to **\$175,000** for student scholarships!

GIVE TODAY ConcordiaCollege.edu/moments

Your Information

Name(s) _____

Class year(s) _____ Email(s) _____

Address _____

City, State, ZIP _____

Home phone _____ Cell _____

Payment Method

I want to make a sustaining gift: \$ _____/month

I want to make a one-time gift today: \$ _____

Legacy Scholarship Society - \$5,000
 Fern Foundation Society - \$2,500
 C-400 Leadership Giving - \$1,250

Please charge my credit card: Visa MasterCard American Express Discover

Check enclosed (payable to Concordia College)


Credit Card Number _____ CW code _____

Signature _____ Exp. date _____

Make a gift online: ConcordiaCollege.edu/moments

DM20CHALL
 923188/15A/1019

Item 4: Leadership Mailer



**CONCORDIA
COLLEGE**
MOORHEAD, MINNESOTA

**DOUGLAS
ANDERSON**


**Leading in Generosity
Transforming Students' Lives**

YOUR CONCORDIA INVESTMENT:

- LEGACY SCHOLARSHIP GIVING SOCIETY (\$5,000)**
Make a difference in the life of a specific student by funding a legacy scholarship named in honor of you or a loved one.
- FIRM FOUNDATION GIVING SOCIETY (\$2,500)**
- C-400 GIVING SOCIETY (\$1,250)**
Through your C-400 or Firm Foundation gift, you empower our students with critical financial support and life-changing learning experiences.
- OTHER \$ _____**

Thank you for your generosity!

Please complete your gift on the reverse side of this form.



MOORHEAD MINNESOTA
**CONCORDIA
COLLEGE**
The Concordia Annual Fund

James and Julie,

Thank you for considering a gift to The Concordia Annual Fund. Your donation to this fund is special. It is put to work right away - impacting the lives of our current students, faculty and staff. Through your gift, you support the heart of the Concordia experience - providing the scholarships, opportunities, trusted relationships and resources students need to excel.

This Nov. 12-14, we invite you to join our current faculty and staff, alumni and friends by making a gift during our annual Concordia Giving Days. Every dollar will be matched by our Board of Regents up to \$175,000 for student scholarships.

Because of you, Cobbers can explore their vocations and learn how to cultivate lives of meaning and purpose. Thank you for seizing this moment with us!

With gratitude,



Rachel Clarke '00
DIRECTOR OF THE CONCORDIA ANNUAL FUND