

Message from President Cook

December 1, 2023

Hello everybody. I am here with Bethany Hardwig. Bethany, tell us a little bit about yourself.

Yeah, my name is Bethany Hardwig. I've been working at the North Dakota State University Foundation as the vice president for alumni and donor connections for about the last four months. And I can tell everybody she is knocking it out of the park. So, thank you for all the great work that you're doing.

We are here to talk about NDSU Giving Day. We just wrapped it up. Bethany, tell us about what NDSU Giving Day is all about. I would love to. Giving Day is a day that makes philanthropy feel really tangible. I think sometimes, if you don't think there's enough dollars behind your gift, that it doesn't matter, and I'm here to tell you that that's not true. Every gift of every amount matters and Giving Day is an awesome opportunity where we get to share stories of success and need and activity and meaning on our campus and allow other people to help support the work that we're doing here.

So, how does Giving Day help us live out our mission being a student-centered research land grant institution? In so many ways. It's student-focused in the way that we're talking about student athletes we're talking about scholarship dollars we're talking about study abroad opportunities. It's land grant central in the way that it is for the land and for the people and you can go even as deep as what's happening in our College of Agriculture with 4H funds and extension funds and it's research-centered. You can look at the Office of Research and Creative Activity and their transformative research leaders fund in the way that they're trying to carve out time to ensure that our faculty researchers have all the time they need to do their best and society transforming work.

Tell us one of your favorite stories from NDSU Giving Day. There are a lot to pick from but one of my favorites is I get to work with our Bison Ambassadors at the NDSU Foundation. And we have a student studying in South America this semester who wasn't asked and sent us pictures and said because of Giving Day and funds like this I have the opportunity to be in South America right now and send you this text message and talk about this experience and that's really cool.

I love it. Okay. I'm going to put you on the spot. Can you tell me one more? Yes, we have a huge amount of donors who were really excited to participate in matches and challenges and one of my favorite things were the amount of people who were sending text messages back and forth calling people and saying I can close out this challenge I can do this. And I think it is one of those spaces where friendly competition is really fun because we just all win. Yeah, well said. I love it.

So, this is the drum roll. So, tell everybody what was the total amount of money that we raised at NDSU Giving Day. This year NDSU Giving Day 2023 we raised \$2,182,550. That's absolutely unbelievable. So, congratulations to you. Congratulations to you. Yeah, really congratulations to everybody.

So, what I love about this is we're talking about how we have alumni who just care deeply about NDSU. They're people from the community in so many ways who step up and to all of you, we're incredibly appreciative. But it goes way beyond that. We have students here that are participating in the process. We have faculty, we have staff, who are in some cases donors. In some cases, promoting programs that make a difference to help us serve out our mission and so

really thank you to the alumni, thank you to the community members, but really thank you to the entire campus. Everybody. Students, faculty, staff for everything that you did here in the last day or two. We just absolutely knocked it out of the park and it's really pretty unbelievable.

What you didn't mention is how does this year's Giving Day amount compared to any other year that we've had. It supersedes it by quite a lot. I think our highest, up until this point, was \$1.7 million.

So, it is our best Giving Day ever when it comes to the amount of money raised. So, how about that? I call that job security for you, Bethany. I think you did a pretty good job. It feels pretty good. Good for you. All right so, thanks again to everybody and we got to end it like this, Bethany. Everybody

Go Bison!