

THE 2024 GUIDE TO #ONEDAYFORUK Challenges

Below is a list of challenges that were made for all Wildcats to get involved in One Day for UK. Be sure to pick your favorites to promote for a chance to win big for your favorite college, program or cause at UK! *

1ST GIFT OF THE DAY

Calling all night owls... Make the **first online gift** after midnight (EDT) on One Day for UK and your favorite college, program or cause will receive an **additional \$1,000**.



1865TH GIFT

John Bryan Bowman founded UK in 1865. To celebrate, the donor who makes the 1,865th gift on April 18 will also have a **gift of \$1,865 made** to their favorite college, program or cause.

POWER HOURS

The college, program or cause with the **most online donors** during a power hour on One Day for UK will win an extra **\$1,000** towards their primary fund!

Power Hours will start at 7 a.m., 12 p.m., and 8 p.m. EDT.

LAST GIFT OF THE DAY

Make the **last online gift** of the day and your favorite college, program or cause will receive an extra **\$1,000**. Don't miss out!

FACEBOOK LIKES CHALLENGE

Go to the **UK Philanthropy Official Facebook page** to find the One Day for UK Likes challenge post. **Like the photo** of the college, program or cause of your choice and those with the most likes between Monday and noon on One Day for UK (April 18) will win the challenge.

1st place: \$1,500, 2nd place: \$1,000, 3rd place: \$500



GLOBE TROTTER CHALLENGE

The college, unit or program with online gifts from the most states, territories and countries will win an additional **\$500!** Let's color the map blue.

UK EMPLOYEE GIVING CHALLENGE

The college, unit or program with the most UK employee online donors on April 18 will win an additional **\$500!** **If you are a UK employee, be sure to check the "UK Employee" box on the checkout screen so your gift will count towards this challenge.**



BBNFLUENCER LEADERBOARD

Become a BBNfluencer and spread the word! The influencer who has referred the most online gifts on One Day for UK will win **\$1,000** for their favorite college, program or cause.

CATS AND CRITTERS CHALLENGE



We all love our pets, and they all love our WILDCATS! Post your favorite photo of them in their UK gear to Instagram, X (Twitter) or Facebook by **8 p.m.** on April 18. Include the hashtag **#OneDayforUK** and tag your favorite UK college, program or cause. One post will win **\$200** towards their chosen fund!

SHARE YOUR UK FAMILY CHALLENGE

Does your family bleed blue? **Post a photo** of you or any member of your Big Blue family dressed up in UK gear. Post your picture on Facebook, X (Twitter) or Instagram, include the hashtag **#OneDayforUK** and tag your favorite UK college, program or cause. One photo will win **\$200** towards their chosen fund!

THROWBACK CHALLENGE

You know what day it is! Post a throwback photo of when you were the cool kid on campus and use **#OneDayforUK** for a chance to win an additional **\$200** for your favorite college, program or cause! Be sure to tag them in your post or mention them in the caption.



UNIT LEADERBOARDS

The college or unit with the most donors to lead their group at the end of One Day for UK will win!

1st place: \$1,000, 2nd place: \$500

Check out the next page for a list of participating colleges, programs and causes!

*All money awarded from challenges will be assigned to a college, program or cause.



PARTICIPATING *Colleges, Programs and Causes*

LARGE COLLEGES

Martin-Gatton College of Agriculture, Food and Environment

College of Arts and Sciences

College of Communication and Information

College of Education

Stanley and Karen Pigman College of Engineering

Gatton College of Business and Economics

MEDIUM COLLEGES

College of Fine Arts

College of Health Sciences

College of Nursing

College of Pharmacy

College of Social Work

Rosenberg College of Law

SMALL COLLEGES

College of Dentistry

College of Design

College of Medicine

College of Public Health

Lewis Honors College

Martin School of Public Policy and Administration

Patterson School of Diplomacy and International Commerce

LARGE PROGRAMS AND UNITS

Arboretum

Office of the President: CRISIS Fund

Gaines Center for the Humanities

UK Libraries

Osher Lifelong Learning Institute

Wildcat Marching Band

WUKY

SMALL PROGRAMS AND UNITS

Basic Needs & Persistence

Bilal ibn Rabah Scholarship

Center for Applied Research

Center for Health Equity Transformation

Center for Interprofessional Health Education

Center for Research on Violence Against Women

Chellgren Center for Undergraduate Excellence

First Generation Gift Fund

Human Development Institute

International Center

Launch Blue

LGBTQ* Resources

Office for Institutional Diversity

Sweetheart Majorettes

UK Debate Team

University Press of Kentucky

Women and Philanthropy