


Fill the Hill Micro-Fundraiser

In the fall of 2013, we brought alumni gifts to UW-Madison to life by planting pink plastic flamingos on the largest hill on campus. And thanks to digital technology, donors anywhere in the world could track the progress of our efforts and encourage their peers to give. To keep the campaign a surprise, the only promotion was through email and social media.

Email

Emails were segmented by recency of graduation (alumni who graduated less than ten years ago, or more than ten years ago). Older alumni are very familiar with the flamingo tradition, including many who were in school at the time of the original prank. More recent graduates are aware that the flamingo is a symbol of UW's spirit and good humor, even if they don't know the origins of the tradition.

SHARE THE WONDERFUL
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



10.16.13
FILL THE HILL

In the '70s, a handful of students planted plastic pink flamingos on Bascom as a political prank. Forty years later, people are still talking about it...

Be part of the story by helping us Fill the Hill today!


For the next 24 hours, a new flock of flamingos will represent our pride in the university's wonderful (and sometimes wacky) history. When you **make a gift** to support the UW, we'll plant more plastic-feathered friends from the base of Bascom all the way up to Abe Lincoln.

Every gift makes a difference. If we work together, we can Fill the Hill and keep the UW strong for current and future Badgers. Visit sharethewonderful.org and **make your 2013 gift** today.

GIVE NOW →

You can be a part of the effort to **Fill the Hill** wherever you live or work:

- **Make a gift**
- Watch the flamingos climb Bascom online at sharethewonderful.org
- Spread the word to your fellow alumni by **sharing on Twitter** at #ShareTheW





Bringing Back the Flamingos

In 1979, members of the Pail and Shovel student political party planted 1,008 pink plastic flamingos on Bascom Hill to celebrate a campaign victory. The flamingos flocked to dorms and apartments across Madison and earned a place in UW history.

Today, you have an opportunity to help us bring back the flamingos. For the next 24 hours, when Badgers like you **give to UW-Madison**, Bascom Hill will fill up with pink plastic flamingos.

Help keep the UW's world-class reputation (and truly unique traditions) strong for a new generation of Badgers and **make your 2013 gift today**.

GIVE NOW



You can be a part of the effort to **Fill the Hill** wherever you live or work:

- **Make a gift**
- Watch the flamingos climb Bascom online at **sharethewonderful.org**
- Spread the word to your fellow alumni by **sharing on Twitter** at #ShareTheW



Together, we did it.



In just 24 hours, more than 400 alumni and friends helped **cover Bascom Hill with flamingos**. The flamingos represented an investment made by donors to keep the University of Wisconsin-Madison proud and strong.

Your commitment and demonstration of support was noticed and appreciated by the thousands of students who walk Bascom Hill each day. **You made a difference. Thank you.**

— Your friends at the University of Wisconsin-Madison

Physical Installation Signs

To inform the secondary audience of current students, faculty/staff and Madison community members, I wrote a series of signs that led up and down the hill explaining the campaign and driving home the importance of philanthropy.

Flamingos on
Bascom:



SHARE THE **WONDERFUL**
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



a UW tradition
since 1979.



SHARE THE **WONDERFUL**
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



Our university is
Wonderful



SHARE THE **WONDERFUL**
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



thanks in part to
alumni support.



SHARE THE **WONDERFUL**
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



TODAY, as alumni
make gifts,



SHARE THE **WONDERFUL**
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



these flamingos will
FILL THE HILL.



SHARE THE **WONDERFUL**
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



This support makes
a difference



SHARE THE **W**ONDERFUL
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



for UW-Madison
and its students.



SHARE THE **W**ONDERFUL
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



Tweet
#ShareTheW



SHARE THE **W**ONDERFUL
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



to thank
alumni.



SHARE THE **W**ONDERFUL
UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN



Fill the Hill



THANK YOU!

In the '70s, a handful of students planted plastic pink flamingos on Bascom as a political prank.

For 24 hours on October 15-16, 640 gifts and pledges were made to the UW's Share the Wonderful annual campaign:

- 427 gifts
- 213 pledges

To recognize those gifts, volunteers planted plastic-feathered friends from the base of Bascom Hill all the way up to Abe.

Together we made a difference.

Together, we Filled the Hill to help keep the UW strong for future generations of Badgers.



427 gifts
117% of our goal