Momentum Emory set in motion
First Person: Why we give
Give ME Five!
Ginger Smith 77C 82G, who retired this summer after 38 years with Emory Libraries and Information Technology, personified the Emory spirit—in her professional life, as a member of the community, and through volunteer work.

In appreciation of her many contributions to the Emory community, the front instruction desk in the Stuart A. Rose Manuscript, Archives, and Rare Book Library was named and dedicated in Smith's honor thanks to gifts from faculty, staff, family, and friends. She made her first donation to Emory during a student gift campaign and has been a regular donor ever since.

“It is said that you should give to those causes in which you truly believe, and I hope our faculty and staff truly believe that Emory is full of good and smart people working in a good and innovative place,” she says.

The tributes paid to Smith at her retirement celebration July 30, 2015, echoed a similar sentiment: She is truly one of those good and smart people.

“Her contributions to Emory have been legion. But her greatest achievement may be that she spent 38 years showing us how to be deeply, joyfully, and irreplaceably engaged in the life of our university community to make it better,” says Gary Hauk 91G, vice president and deputy to the president. “That’s not the definition of an archivist, but it is the definition of an Emory citizen. And it is certainly the definition of Ginger.”

Smith began her Emory career in the library’s Special Collections Division and earned the distinction of becoming the first university archivist in 1997. Most recently she has served as the director of campus and community relations for Emory Libraries.

Throughout her time at Emory, Smith has touched countless lives across campus, whether welcoming new students and parents at orientation, sharing her encyclopedic knowledge of Emory’s history with colleagues, or co-chairing the MyEmory annual employee giving program since the program’s launch in 2010.

“I thought it was a great idea, though I had not expected to take on a leadership role,” Smith says of MyEmory. “When I was asked to do so, however, I did not hesitate to say yes. I knew working on behalf of Emory and with the staff from the Office of Annual Giving would be a great experience and a new way to give back to Emory.”

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Mathew Pinson of Candler School of Theology and Ginger Smith celebrate employee giving at the MyEmory Staff Appreciation event in February 2013.
After 18 years leading high school students in theological inquiry, Elizabeth Corrie issued a provocative challenge to her alumni this past summer. She pledged a gift of $3,000 and dared them to match it within a month to benefit their common cause: scholarships to the Youth Theological Initiative (YTI) Summer Academy, which cultivates future theologians.

Corrie directs YTI and is associate professor in the practice of youth education and peace building at Candler School of Theology. Most students who have gone through the program know her.

“Because most of them are still quite young and are either still in school or are just getting started in their careers, they don’t feel they can give,” Corrie says. “Our hope was to encourage these younger alumni to give in small amounts, so that they could see that it really does matter that they give, no matter the amount. Not only would the match double the impact, but the director of the program—a person they know directly from their own time at YTI—was asking them to participate.”

Making it personal was the key to an overwhelming success for the 30-day online project, one of the first on Emory’s Momentum crowdfunding platform. Corrie and others consistently updated the campaign with videos made on smartphones. They suggested gift levels to demonstrate the kinds of program needs donors could help meet. For example, a gift of $25 could provide a Bible for a program participant, and a $1,000 gift could help cover meals and housing for three weeks.

By the end of the month, 78 donors had given $6,260. With Corrie and Gurley’s matching funds, the project resulted in $12,260 for scholarships to benefit high school participants in the next Summer Academy, scheduled June 26-July 16, 2016.

“It affirmed my belief that like most projects, philanthropy is more fun when you are collaborating with others toward a common goal,” says Corrie. “I also learned that people really do want to see the ticker reach the goal; people derive extra satisfaction from putting the whole group over the top.”

The first week, donors surpassed the goal of matching Corrie’s contribution. Corrie’s challenge inspired one donor—YTI board member and program alumnus Richard Gurley, who is now a health care executive—to issue a second challenge of the same size.

“Philanthropy is more fun when you are collaborating with others toward a common goal.”

—ELIZABETH CORRIE

Learn more at momentum.emory.edu.
“Emory has always been a part of my life. My mom was an alumna and played violin in the Emory Community Orchestra my entire childhood. In 2011 we lost her to ovarian cancer. Now my husband is beating brain cancer thanks to Winship doctors and researchers. I give to the Winship Brain Tumor Program Fund in hopes that others will live to see their families grow. I am proud to work for and support an institution that has provided hope and opportunity to my family.”

“Each year I’m impressed with the caliber of students we recruit to Rollins and their eagerness to pursue a degree in public health so they can make a difference in the world. There is no loftier kind of work. Through MyEmory, I support the RSPH Scholarship Fund because I want all students who meet the high standards for admission to be able to afford a Rollins education. Anything we can contribute to that is worthwhile.”

A small gesture can make a big difference.

**Give ME Five!**

When you make a recurring payroll gift through MyEmory, this blue MyEmory tumbler is yours to enjoy. You’ll need something to set that tumbler on, so Give Five! (or Add Five!) and receive a cork coaster.

**Get involved.** Simply contribute $5 or more a month through payroll deduction, and become part of the MyEmory community of donors.

**Stay engaged.** Increase the effect of your previous gift by adding $5 or more a month, and raise the bar for other MyEmory donors.

**Encourage participation.** Spread the word about the importance of giving by challenging five colleagues to join the MyEmory donor family.
Payroll deduction is one of the easiest, fastest, and most convenient ways to make your gift. After signing in to PeopleSoft and selecting “MyEmory” for university employees or “Employee Giving” for Emory Healthcare employees, you can specify the amount you would like automatically deducted from each paycheck and where your support should be designated.

Emory’s online giving page is safe and secure. To make a one-time or recurring gift with your credit card, visit emory.edu/give.

Emory’s Office of Annual Giving staff would be delighted to discuss your giving options or to take your gift by phone. Call 404.727.6200.

To give by mail or to give over the course of a year with a bank transfer, go to emory.edu/myemory/ways-to-give to find the appropriate form, fill it out, and return it to:

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