Meeting the Challenge

Faculty like Psychology Professor Rebecca Cameron are leading the way as Sacramento State creates a culture of philanthropy.

Time was running out. Money was on the line.

Rebecca Cameron, chair of the psychology department at Sacramento State, was determined to win.

The goal in front of her—motivate 20 people to make a donation for Give Sac State Day, a 36-hour online fundraiser, and unlock the “challenge” gift of an additional $1,000 to the College of Social Sciences and Interdisciplinary Studies (SSIS) at Sacramento State. The only problem was, Cameron and all her colleagues weren’t on campus during Give Sac State Day. Instead, they were scattered—some in the midst of traveling and many at an out-of-town conference.

Cameron would not be deterred.

“I started texting people asking if they would give, no matter the amount, and tried to find people at the conference during breaks and asked them to give. I even helped a senior faculty member, who still had a flip phone, make an online donation,” Cameron said. “Everyone was great about helping to meet the goal.”

The Psychology Department rallied together and pushed SSIS over the top in meeting the challenge. “It was fun, because it was low key and easy for people to get involved,” she said. “For us, it was the camaraderie of it all.”

Cameron was so inspired by the efforts of her department that she agreed to become a faculty ambassador for On the Rise: The Campaign for Sacramento State, which seeks to inspire $225 million in private gifts for Sacramento State. One of the goals is to double the number of scholarships.

Cameron hopes to inspire more giving at Sacramento State, especially among faculty and staff through payroll deduction.

“Sac State is an amazing place and our students are brilliant, wise, interesting, creative, and motivated. To be able to facilitate them reaching their goals—whether that be through teaching or making a gift—is a real privilege.”

—Rebecca Cameron

ABOUT ON THE RISE
The goal of the $225 million On the Rise campaign is to amplify Sacramento State’s impact in the region, the state, and the world by doubling our current level of private support. The campaign has three priorities: supporting students through increased financial aid and student programs; advancing knowledge through innovative learning approaches; and strengthening the larger Sacramento community through diverse, engaged, and impactful teaching and research.

On the Rise campaign is committed to uplifting generations of people in an equitable and sustainable way.

For more information about On the Rise, please contact the Campaign Office at campaign@csus.edu.
Online: csus.edu/campaign