

# Lawrence Giving Day • November 12, 2014

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## What is Lawrence Giving Day?

It's a one-day giving event to engage our volunteers and donors in a new and exciting way. Twelve hours of live programming will be streamed online from 9:00 a.m. to 9:00 p.m. CST showcasing much of what makes Lawrence so special. The entire Lawrence community is encouraged to give to the Lawrence Fund that day through a giving challenge. Visit <http://go.lawrence.edu/givingday> for more information and to participate!

## What are the goals of Lawrence Giving Day?

1. Increase the money raised for the Lawrence Fund to help current students.
2. Increase the number of donors, thus raising our overall participation rate.
3. Give back to the Lawrence community with a fun-filled day of interviews, performances, lectures and more.

## How can Lawrence volunteers help?

In order to reach these goals, we will rely on **you**—one of our current volunteers—to help get the word out and spread the excitement of the day. Our expectations are:

1. **If you are active on social media:** tweet, post status updates, and share favorite LU photos, etc. in the days leading up to and on Giving Day.
  - Sample tweets, posts, etc. will be sent to you via a social media toolkit in the weeks leading up to Giving Day.
2. **If you are not active on social media:** sign up for Facebook or Twitter! Staying in contact with Lawrence and your classmates is that much easier on social media.
  - If that is not something you're interested in, you can email, send notes, call your LU connections encouraging them to donate on Giving Day, take part in the special programming throughout the day, and ask them to spread the word on social media.
3. **Recruit 2-3 additional volunteers**, who will help increase awareness of the day even further. Just let us know who they are so we may express our appreciation and ensure they have the toolkit.

## Why should we give on Lawrence Giving Day?

A group of donors, called Game Changers, have increased their Lawrence Fund support for this year. They have issued the following challenges to the Lawrence community:

1. Graduates of the last 9 years
  - Every gift will be matched with \$500.00 (or dollar-for-dollar if the gift is more than \$500.)
2. Dollar-for-dollar challenge
  - Every gift from others outside of the recent nine years of graduates will be matched dollar-for-dollar, doubling the impact of your support.

## Questions?

Email us at [annual.giving@lawrence.edu](mailto:annual.giving@lawrence.edu) or call 920-832-6548.

*Thank you for your help!*