



# WHEN TREVECCA COMES TOGETHER. ANYTHING IS POSSIBLE.

## TREVECCA GIVING DAY MARCH 15, 2022

### WHEN IS TREVECCA GIVING DAY?

On Tuesday, March 15, Trevecca will host its annual Trevecca Giving Day. The 24-hour campaign offers the entire Trevecca community an opportunity to invest in the work of the University and the lives of its students. Last year, our community's incredible generosity made the first Trevecca Giving Day an amazing success. Your partnership helped fund numerous scholarships and support several key University initiatives. Thank you!

### WHAT DO WE HOPE TO ACHIEVE THIS YEAR?

Our goal is to engage **1,500 donors in 24 hours to raise \$1.5 million**. Each gift is meaningful, no matter how big or small. The focus of the day is rallying as a community to celebrate what makes our University so special. When Trevecca comes together, anything is possible!

### WHAT FUNDING INITIATIVES WILL TREVECCA GIVING DAY SUPPORT?

While all gifts to any area count toward the overall Trevecca Giving Day goal, you will have the opportunity to designate your gifts to these projects if you choose:

**Athletics** gifts can support Trevecca's new athletic facility, overall athletics programs or a particular sport or program.

**Jernigan Student Center** gifts support the addition of an exterior patio and accompanying outdoor video wall to Trevecca's newly renovated student center.

**Program-specific** gifts allow you to select a particular area for a gift of your choosing. Whether it's Trevecca's Urban Farm, the School of Music and Worship Arts or the University's theatre program, you'll find a variety of options you can help support.

**Scholarship** gifts help students who are struggling financially afford their Trevecca education. Gifts may be directed to any current or endowed scholarship fund. Or you can direct your gift to assist students in a specific program.

**STEM** gifts support the University's expansion of science, technology, engineering and mathematics programs, including undergraduate research, equipment for the new laboratories, and plans for an eco-village that will become a new living and learning lab.

**Waggoner Library** gifts will assist the library in acquiring additional technology resources as a lending library to students for videoconferencing and other needs.

# #GIVETOTHEHILL



## HOW CAN I HELP WITH GIVING DAY NOW?

Giving Days are successful when donors can see how their participation can help make a difference. Challenge funds have proven to be one of the best methods that help incentive giving. Trevecca is seeking key leadership donors to help build a pool of gifts that can be used to inspire giving throughout the 24 hours. These challenge gifts can focus on one area of giving or overall goals for donors or dollars. Giving Days also succeed because community members embrace the importance of the day and pledge to become advocates. Advocates are leadership volunteers who use their connections with other Trevecca alumni and friends to spread the word through social media and personal contacts. Advocates can choose a specific area to promote and support or they may simply further the overall efforts of the day.

## CAN GIFTS MADE BEFORE MARCH 15 STILL COUNT TOWARD TREVECCA GIVING DAY?

Yes! Beforehand, you can donate online at [trevecca.edu/givenow](https://trevecca.edu/givenow) and designate “Trevecca Giving Day” as your category of choice. From there, you can select a specific fund or program you’d like to support.

## IS IT POSSIBLE TO GIVE TO MORE THAN ONE FUND?

Yes! After selecting “Give Now,” you will have the opportunity to select a designation for your gift. If you’d like to select more than one designation for your gift, just click on the purple button that says “Add Additional Gift” to select a different fund.

## WHAT ARE MATCHES AND CHALLENGES AND HOW CAN WE TAKE ADVANTAGE OF THEM?

A match is when a donor allows his or her gift to match a gift of another donor. A challenge is when a donor allows his or her gift to be released when certain goals are met. When you go to the Giving Day campaign page, you will see in the left panel a list of matches and challenges. When you make your gift and select a designation, you will also see matches and challenges that automatically apply to your gift.

## CAN A GIFT BE MADE OVER THE PHONE?

You can call (615) 248-1355 on Trevecca Giving Day, March 15, to make your gift. A University Engagement team member will take your credit or debit card information over the phone and process your payment.

## IS THERE A PLACE ON CAMPUS TO DROP OFF A GIFT?

Yes! Just follow the signs when you enter campus to the Hardy Alumni Center.

## DO BOTH SPOUSES GET CREDITED FOR A JOINT GIFT?

Yes, as long as you list your spouse’s name in the “Spouse” field, he/she will count as an additional donor on Giving Day.

If you have further questions or would like to volunteer or make a challenge gift, please contact Peg Cooning at [pcooning@trevecca.edu](mailto:pcooning@trevecca.edu) or (615) 248-1451.

