

Brunonians

# PAY IT FORWARD DAY >>>



## About the Giving Day

Brunonians Pay It Forward Day (BPIFD) is on Thursday, May 13, 2021. On this day, members of the Brown community are coming together to support all that Brown makes possible. For generations, Brown students and faculty have been making a difference in the world. Amidst this time of immense change, their promise and potential has never been greater.

This 24-hour fundraising event supports the Brown Annual Fund, which provides the University with vital, current-use funds that support the heart of the Brown experience. Gifts made on Brunonians Pay It Forward Day support the students, faculty and programs that are moving Brown—and the world—forward.

### Brown Annual Fund Designations

The giving day will focus on providing financial aid support through The Brown Fund, the IPC Brown Annual Fund Scholarship, and the BrownConnect Fund.

All [Brown Annual Fund](#) designations are included for Brunonians Pay It Forward Day and donors will have their gift matched 1:1 up to \$500,000. Matching gifts benefit The Brown Fund:

[The Brown Fund](#)  
[The Parents Fund](#)  
[IPC Brown Annual Fund Scholarship](#) \*  
[BrownConnect Fund](#) \*  
[Campus Sustainability Fund](#)  
[Pathways to Diversity & Inclusion Fund](#)  
[Brown Medical Annual Fund](#)  
[School of Engineering Annual Fund](#)  
[Public Health Annual Fund](#)  
[Athletics Director's Excellence Fund](#)  
[Other Athletic Annual Funds](#) - *sport-specific funds*

To find the designations above, visit the giving form at [brown.edu/go/bpifd](https://brown.edu/go/bpifd)

## Links

Visit the [Brunonians Pay It Forward Day site](#) to see LIVE progress on May 13, 2021.

Making a gift online is the best way to be counted for Brunonians Pay It Forward Day.

[Learn about other ways to give.](#)

Use the hashtag [#Forward4Brown](#) on social media!

## Contact

Please contact the Brown Annual Fund if you have any questions!

**Phone:**  
+1 401-863-3300  
**Email:**  
[brown-fund@brown.edu](mailto:brown-fund@brown.edu)

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## Challenges

Several Brown alumni have stepped up to pay it forward to the University by providing the Brown community with special opportunities to double the impact of their gifts. These challenges are also an exciting way to promote some of the specific Brown Annual Fund philanthropic priorities. *All gifts made in support of the challenges below will count as a gift to the Brown Annual Fund. Can you meet the challenge?*

**Brunonians Pay It Forward Day Challenge** / All gifts made to the Brown Annual Fund will be matched dollar for dollar, up to \$500,000. Matching gift benefits The Brown Fund.

**IPC Brown Annual Fund Scholarship Challenge** / Through June 30, 2021, all gifts to the IPC BAF Scholarship will be matched dollar for dollar, up to \$500,000. If the challenge goal is met, the \$1 million raised will directly support up to 10 Black and African American undergraduate students for their first four years.

**BrownConnect Fund Challenge** / All gifts made to the BrownConnect Fund by June 30 will be matched dollar for dollar, up to a total of \$400,000. Matching gifts benefit the BrownConnect Fund.

**Brown Fund Scholarship Challenge** / Two members of the Corporation have made a \$500,000 Brown Fund Scholarship Challenge. For each new or renewed Brown Fund Scholarship commitment in FY21, the challengers will match the first \$25,000 payment this year. Matching gifts benefit The Brown Fund. This challenge supports the creation of 20 new Brown Fund Scholarships in FY21.

**Young Alumni Challenge** / Brown Annual Fund donors from the classes of 2007 through 2020 will have their gifts matched dollar-for-dollar through June 30, 2021, up to a total of \$100,000. Matching gifts benefit The Brown Fund.

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## Email Templates

### Save The Date

This template provides all the information you need to inform your classmates about BPIFD! It's great for initial outreach or as a Bravo Blast.

**Send Date:** Anytime after April 26, 2021

**Subject:** Save the Date // Brunonians Pay It Forward Day

Dear [Name],

Mark your calendar: **Brunonians Pay It Forward Day is Thursday, May 13!** On this special giving day, Brunonians far and wide are supporting the students, faculty, and programs that make Brown University a leader in education and beyond.

Internship support, campus sustainability, diversity and inclusion initiatives, financial aid: choose the philanthropic priority that is most meaningful to you and make a gift to the Brown Annual Fund on Brunonians Pay It Forward Day. Learn more about the day, ways to give, and special matching gift challenges happening on Brunonians Pay It Forward Day by visiting [brown.edu/go/bpifd](https://brown.edu/go/bpifd) on Thursday, May 13.

Support all that Brown makes possible. Join us in paying it #Forward4Brown.

Ever True,  
[Your Name]

P.S. Don't want to miss this special giving day? [Add it to your calendar!](#)

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## The Brown Fund

Use this template to spread the word about paying it forward to Brown by making a gift to The Brown Fund, which provides immediate-use financial aid support. All gifts to The Brown Fund on Brunonians Pay It Forward Day are matched dollar for dollar up to \$500,000.

**Send Date:** May 13, 2021

**Subject:** Double your impact for Brown students today!

Dear [Name],

Did you see today's announcement about the Brunonians Pay It Forward Day Challenge? Today only, **all gifts made online to the The Brown Fund will be matched, dollar for dollar, up to \$500,000!**

The Brown Fund is one of the University's most powerful giving vehicles as it provides the immediate-use support that fuels the Brown experience. As the current need for financial aid increases, The Brown Fund is more important than ever. Your support helps ensure that the University is able to keep its promise to meet 100% of every aided undergraduate student's demonstrated need.

Will you [join me](#) in giving to The Brown Fund today?

Head over to the [Brunonians Pay It Forward Day website](#) for Challenge updates and real time progress. Let's continue to pay it #Forward4Brown and the next generation of Brunonians.

Thank you for being ever true to Brown!

[Your Name]

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## Impact Funds

Use this template to spread the word about paying it forward to Brown by providing your classmates with the opportunity to choose where they want to make the most impact with their gift to the Brown Annual Fund.

All gifts made to the Brown Annual Fund on BPIFD are matched dollar for dollar up to \$500,000 with matching gifts supporting financial aid through The Brown Fund. The IPC Brown Annual Fund Scholarship and BrownConnect Fund Challenges run from July 1, 2020 through June 30, 2021, and their matching gifts benefit their respective funds.

\*This template continues on the next page.

**Send Date:** May 13, 2021

**Subject:** Can our class count on you this Pay It Forward Day?

Dear [Name],

Today is Brunonians Pay It Forward Day! This year, choose how *you* want to make an impact at Brown.

The Annual Fund has responded to the Brown community's interest in supporting specific areas of the University through the creation of impact funds. Each of these funds strengthens a specific, high-priority campus initiative, which gives you the power to impact the lives of students today while demonstrating your personal philanthropic priorities.

**TODAY ONLY: all gifts to the Brown Annual Fund will be matched, dollar for dollar, up to \$500,000!**\* Please consider supporting Brown students by **making a gift** to the priority that is meaningful to you today:

- [The Brown Fund](#) - supporting Brown where it's most needed, including sustaining Brown's financial aid program.
- [BrownConnect Fund](#) - ensuring that all Brown students have access to internship and research experiences. *All gifts made to The BrownConnect Fund today have an **additional dollar for dollar match**, up to \$400,000!*
- [IPC Brown Annual Fund Scholarship](#) - providing scholarship aid for Black/African American students, helping the University's growing efforts to cultivate a fully diverse

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and inclusive Brown. *All gifts made to IPC Brown Annual Fund Scholarship today have an **additional dollar for dollar match**, up to \$500,000!*

- [Campus Sustainability Fund](#) - helping Brown execute its plan to become a net-zero greenhouse gas emissions campus by 2040.
- [Pathways to Diversity and Inclusion Fund](#) - enhancing the experience of students from historically underrepresented groups, as outlined in Brown's Diversity and Inclusion Action Plan.

Find the Brown Annual Fund area of support most meaningful to you and pay it #Forward4Brown. You can check the [Brunonians Pay It Forward Day 2021 website](#) for Challenge updates and to track LIVE progress for our class. Thank you for your support!

Ever True,  
[Your Name]

\*Matching gifts from the Brunonians Pay It Forward Day Challenge benefit The Brown Fund. The IPC Brown Annual Fund Scholarship and BrownConnect Fund challenges run from July 1, 2020 through June 30, 2021, and their matching gifts benefit their respective Funds.

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## Social Media & Text Templates

Whatever social media platform you prefer, it's a speedy way to spread the word about BPIFD. Post to one platform, or share to all, using the hashtag [#Forward4Brown](#) and including the giving link [brown.edu/go/payitforward21](http://brown.edu/go/payitforward21). If you want to encourage competitive spirit, share the link to the website ([brown.edu/go/bpifd](http://brown.edu/go/bpifd)) so your classmates can track progress! [Visit our Google folder](#) to download images to post on social media.

### Facebook

1. Support all that Brown makes possible. Pay it [#Forward4Brown](#) on May 13!
2. This Brunonians Pay It Forward Day, help support the students, faculty, and programs that are moving Brown and the world forward. Join the movement and pay it [#Forward4Brown](#) on May 13!
3. Gifts to the Brown Annual Fund will be matched 1:1 until midnight tonight! Pay it [#Forward4Brown](#) at [brown.edu/go/payitforward21](http://brown.edu/go/payitforward21).

### Twitter

1. This Brunonians Pay It Forward Day, members of the Brown community are coming together to support all that Brown makes possible. Join us on Thursday, May 13 and pay it [#Forward4Brown](#).
2. Gifts to the Brown Annual Fund will be matched 1:1 until midnight tonight! Pay it [#Forward4Brown](#) at [brown.edu/go/payitforward21](http://brown.edu/go/payitforward21).

### Instagram

[Visit our Google folder](#) to download images to post on social media.

1. I just paid it [#Forward4Brown](#)! All gifts to the Brown Annual Fund will be matched 1:1 until midnight tonight! Join me by going to [brown.edu/go/payitforward21](http://brown.edu/go/payitforward21).
2. Visit [brown.edu/go/bpifd](http://brown.edu/go/bpifd) TODAY to see how our class is coming together to support all that Brown makes possible. I paid it [#Forward4Brown](#): will you?

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## LinkedIn

1. This Brunonians Pay It Forward Day, members of the Brown community are coming together to support all that Brown makes possible. Join us on Thursday, May 13 and pay it #Forward4Brown.
2. Today is Brunonians Pay It Forward Day! Help Brown's students and faculty by making a gift to the Brown Annual Fund today. All gifts will be matched dollar for dollar today until midnight tonight! Visit [brown.edu/go/payitforward21](https://brown.edu/go/payitforward21). #Forward4Brown.

## Text Message

1. Today is Brunonians Pay It Forward Day! Help Brown's students and faculty by making a gift to the Brown Annual Fund today and it will be matched dollar for dollar today until midnight tonight! Visit [brown.edu/go/payitforward21](https://brown.edu/go/payitforward21) to pay it #Forward4Brown.
2. Gifts to the Brown Annual Fund will be matched 1:1 until midnight tonight! Pay it #Forward4Brown at [brown.edu/go/payitforward21](https://brown.edu/go/payitforward21).