

GIVING TUESDAY

2020



TUESDAY,
DECEMBER 1



About the Giving Day

Giving Tuesday is a day defined by generosity and celebrated globally. At Brown, it's one of our biggest giving days of the year—and an opportunity for Brunonians to give back to something near and dear to their hearts. This 24-hour fundraising drive supports the Brown Annual Fund, which provides the University with vital funds that support the heart of the Brown experience. Gifts made on Giving Tuesday support our students where help is needed most, including the financial aid that makes the Brown experience possible for our most deserving students. Make your gift at brown.edu/go/givingtuesday

Challenges

Giving Tuesday Challenge / All gifts made to any Brown Annual Fund designation will be matched 1:1 with a gift to The Brown Fund, up to \$500,000.

December Leader Challenge / Throughout December, all Leader and Young Leader gifts to the Brown Annual Fund will be matched with a gift of \$10,000 to The Brown Fund, up to \$1 million.

Brown Fund Scholarship Challenge / For each new Brown Fund Scholarship created in FY21, our generous challengers will contribute \$25,000 to support current-use financial aid through The Brown Fund up to \$500,000.

Links

Visit the [Giving Tuesday Microsite](#) to see LIVE progress on **December 1, 2020**.

Making a gift online is the best way to be counted for Giving Tuesday.

Click here for other [Ways to Give](#).

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

Phone: 401-863-3300

Email: brown-fund@brown.edu

Use the hashtag **#BrownUGivingTuesday** on social media!

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Brown Annual Fund Designations

The giving day will focus on providing financial aid support through **The Brown Fund**.

All **Brown Annual Fund** designations will be included for Giving Tuesday:

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

Brown Engineering Annual Fund

Brown Public Health Annual Fund

Athletics Director's Excellence Fund

Other Athletic Annual Funds - *sport-specific funds*

To find the designations above, use the search function on the giving form at brown.edu/go/givingtuesday

Bravo Blasts / Email Templates

Giving links will be live by Wednesday, November 25 2020.

Save the Date

Send Date: By November 30, 2020

Subject: Save the Date // Giving Tuesday

Body: Save the date for Giving Tuesday on **Tuesday, December 1, 2020!** On this special day of giving, members of the Brown community will come together to support today's students through the Brown Annual Fund. Join us as we show our support for Brown by visiting the [Giving Tuesday website](https://brown.edu/go/givingtuesday) on **Tuesday, December 1, 2020** to make your gift.

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

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The Brown Fund Solicitation

Send date: December 1, 2020

Subject: All gifts matched for Brown students today

Body: Today is Giving Tuesday, and all gifts made online to The Brown Fund will be matched dollar-for-dollar up to \$500,000.

Please consider [making a gift](#) to **The Brown Fund** today to support Brown students. This year, the need for financial aid is even more pronounced due to the dramatic economic impact the coronavirus pandemic has had on many of our students and their families. Your gift will help ensure that the University can keep its promise to meet 100% of every aided student's demonstrated need. Please join me and show your support of Brown's students today!

Be sure to check out the [Giving Tuesday website](#) to track LIVE progress all day. Thanks for your support!

IPC BAF Scholarship Solicitation

Send date: December 1, 2020

Subject: Help support Brown students today

Body: Today, on Giving Tuesday, we can make a big difference in the lives of Black students at Brown by supporting the Inman Page Black Alumni Council (IPC) Brown Annual Fund (BAF) Scholarship. Our support is needed now more than ever, as we anticipate a 15% increase in need for financial aid in the coming year due to the economic impact of the coronavirus pandemic.

The IPC BAF Scholarship was launched in 2018 in honor of the 50th anniversary of the Black Student Walkout. This scholarship provides direct financial aid support to Black undergraduate students with a goal of supporting them throughout the entirety of their time at Brown. Today only, all gifts made online to the **IPC Brown Annual Fund Scholarship** will be matched dollar-for-dollar* up to \$500,000 through the Giving Tuesday Challenge. Please join me by [making a gift](#) to the IPC BAF Scholarship today to positively impact the lives of current and future Black students at Brown..

*Matches from the Giving Tuesday Challenge benefit [The Brown Fund](#).

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Social Media Posts & Text Messages

Use the hashtag [#BrownUGivingTuesday](#)

Join the Giving Tuesday movement! Every gift to the Brown Annual Fund will be matched dollar-for-dollar today only! Let's make a real impact for Brown students: brown.edu/go/givingtues20
[#BrownUGivingTuesday](#)

I give to The Brown Fund because I want today's students to have access to the same world-class education I had. Join me and make your gift today to pay it forward for future Brunonians: brown.edu/go/givingtues20

Today is Giving Tuesday! Gifts made to any Brown Annual Fund designation will be matched dollar-for-dollar up to \$500,000. I'm making a gift to help make an impact for Brown's students! Will you join me today? brown.edu/go/givingtues20

It's your last chance to have your gift matched for [#BrownUGivingTuesday](#). Gifts to the Brown Annual Fund will be matched 1-to-1 up to \$500,000! Make your gift before midnight: brown.edu/go/givingtues20