



About the Giving Day

Giving Tuesday is a global day of philanthropy, bringing people together around the shared value of giving back. 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 toolkit offers simple ways to spread the word about Giving Tuesday at Brown and encourage your classmates to participate. The Brown community celebrates this day with a 24-hour fundraising drive on **November 30, 2021**. Gifts made on Giving Tuesday support our students where it's needed most, including the financial aid that makes the Brown experience possible for many of our students. **For alumni in a Reunion year, all gifts made to the Brown Annual Fund will also be included in the Reunion Class Gift.**

Brown Annual Fund Designations

All [Brown Annual Fund](#) designations are included for Giving Tuesday 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](#) *

[Brown Engineering Annual Fund](#) *

[Brown Public Health Annual Fund](#)

[Athletics Director's Excellence Fund](#)

[Other Athletics Annual Funds](#) - *sport-specific funds*

To find the designations above, visit the giving form at brown.edu/go/givingtues2021

* = There is an additional matching challenge associated with this designation. See the following list of challenges for more information. If a gift qualifies for more than one match, all matches will apply.

Links

Visit the [Giving Tuesday site](#) to see LIVE progress on November 30, 2021.

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

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

Use the hashtag [#iheartbrown](#) 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



Challenges

Several Brunonians have supported the University by offering the Brown community 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. Can you meet the challenge?

Giving Tuesday Challenge / All gifts made to the Brown Annual Fund will be matched dollar for dollar, up to \$500,000. Matching gifts benefits The Brown Fund.

School of Engineering Participation Challenge / \$25,000 will be unlocked if 200 donors support the School of Engineering Annual Fund on Giving Tuesday. \$15,000 is earned at the 150 donor threshold and \$10,000 at 200 donors.

Brown Medical Annual Fund Challenge / All gifts made to the Brown Medical Annual Fund on Giving Tuesday will be matched dollar for dollar, up to \$50,000.

Young Alumni Challenge / Brown Annual Fund donors from the classes of 2008 through 2021 will have their gifts matched dollar for dollar through December 31, 2021, up to a total of \$100,000. Matching gifts benefit The Brown Fund.

Pathways to Diversity Million Dollar Match / Donors to the Pathways to Diversity & Inclusion Fund will have their gifts matched dollar for dollar, up to \$500,000, through June 30, 2022—totaling a million dollar impact for diversity initiatives at Brown.

IPC Brown Annual Fund Scholarship Challenge / Donors to the IPC Brown Annual Fund Scholarship Fund will have their gifts matched dollar for dollar, up to \$500,000, through June 30, 2022.



Email Templates / Bravo Blasts

Save the Date

This template is a great way to start the conversation with your classmates about Giving Tuesday! Use it for individual, personal outreach or as a Bravo Blast.

Send Date: Before November 29, 2021

Subject: Save the Date // Giving Tuesday

Dear [Name],

Save the date for Giving Tuesday on **November 30, 2021!** 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 give back to Brown by visiting the [Giving Tuesday website](#) on Tuesday, November 30, 2021 to **make your gift**.

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

Ever true,
[Your Name]



The Brown Fund

Use this template to spread the word about Giving Tuesday and to encourage making a gift to The Brown Fund, which provides immediate-use financial aid support.

Send date: November 30, 2021

Subject: Before Giving Tuesday ends, double your impact for Brown

Dear [Name],

Today is Giving Tuesday, and all gifts made online to The Brown Fund will be matched dollar for dollar, up to \$500,000. The Brown Fund supports the University where it's most needed, including financial aid. Support from Brunonians like you is what helps make a Brown education possible for many of our students, regardless of financial status.

Will you join me in [making a gift](#) to **The Brown Fund** today?

Not only will your gift be included in our [Reunion] Class Gift, but you'll be able to track our class's progress LIVE all day on the [Giving Tuesday website](#). Thanks for your support!

Ever true,
[Your Name]



Brown Annual Fund

The Brown Annual Fund is a family of funds that encompasses Brown's annual giving opportunities. Together, these funds touch nearly all aspects of life at Brown. Use this template to spread the word about Giving Tuesday 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.

Send Date: November 30, 2021

Subject: Join me in making an impact on Brown students

Dear [Name],

On Giving Tuesday, we can make a big difference in the lives of students at Brown by supporting the Brown Annual Fund. This family of funds helps further the University's commitment to supporting access to education, campus sustainability, diversity in higher education, research, and more. **Today only, all gifts made to any Brown Annual Fund designation are matched dollar for dollar, up to \$500,000, with matching gifts supporting financial aid through The Brown Fund.** Will you consider making a gift to one or more of the following funds today?

- The Brown Fund
- BrownConnect Fund
- Campus Sustainability
- Pathways to Diversity & Inclusion Fund*
- Inman Page Black Alumni Council Brown Annual Fund Scholarship*

By making your gift today, you can ensure the University will be able to support as many students as possible in their journey through Brown and beyond.

Ever True,
[Your Name]

**Gifts to the Pathways to Diversity & Inclusion Fund and Inman Page Black Alumni Council Brown Annual Fund Scholarship have an additional dollar for dollar match, with matching dollars benefiting their respective funds.*



Social Media & Text Templates

Whatever social media platform you prefer, it's a speedy way to spread the word about Giving Tuesday. Post to one platform, or share to all, using the hashtag [#iheartbrown](#) and including the giving link brown.edu/go/givingtues21. If you want to encourage competitive spirit, share the link to the website (brown.edu/go/givingtues2021) 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 this Giving Tuesday! Make your gift here brown.edu/go/givingtues21! [#iheartbrown](#) [#givingtuesday](#)
2. Gifts to the Brown Annual Fund will be matched 1:1 today for Giving Tuesday! Visit brown.edu/go/givingtues21 to make your gift! [#iheartbrown](#) [#givingtuesday](#)
3. Visit brown.edu/go/givingtues2021 TODAY to see how our class is coming together to support all that Brown makes possible. [#iheartbrown](#) [#givingtuesday](#)

Twitter

1. Today is [#GivingTuesday](#)! Join the Brown community in support of the students, faculty, and programs that are changing lives on campus and around the world. Visit brown.edu/go/givingtues21 to make your gift [#iheartbrown](#)
2. Today all gifts to the Brown Annual Fund will be matched 1:1 for [#GivingTuesday](#). Visit brown.edu/go/givingtues21 to double your impact! [#iheartbrown](#)
3. Our class is excited to give back to Brown on [#GivingTuesday](#)! Today only, gifts made to the Annual Fund in **honor of our Reunion** will be matched 1:1! brown.edu/go/givingtues21

Instagram

[Visit our Google folder](#) to download images to post on Instagram and use this link brown.edu/go/givingtues21 to add to your Instagram bio.

1. It's [#GivingTuesday](#). For this special giving day, I'm joining thousands of other Brunonians in supporting something near and dear to my heart: Brown. Today only, all gifts to the Brown Annual Fund will be matched 1:1. **Join me and the Class of XXXX by making your gift today.**



2. Follow the day's progress and make your gift by visiting the Giving Tuesday at Brown site at brown.edu/go/givingtues2021 or use the link in my bio. #iheartbrown #givingtuesday
3. The 1:1 match for any gift to the Brown Annual Fund on Giving Tuesday ends at midnight ET! Show your love by contributing at brown.edu/go/givingtues21 (or use the link in my bio). #iheartbrown #givingtuesday
4. (**Must add brown.edu/go/givingtues21 link to IG bio) Happy Giving Tuesday! Today, I'm choosing to give back to something near and dear to my heart: Brown. Click the link in my bio to join me in supporting all that Brown makes possible. #iheartbrown #givingtuesday

LinkedIn

1. Today all gifts to the Brown Annual Fund will be matched 1:1 for Giving Tuesday. Visit brown.edu/go/givingtues21 before midnight ET! #iheartbrown #givingtuesday

Text Messages

1. Today is Giving Tuesday! Today only, all gifts to the Brown Annual Fund will be matched 1:1. Visit brown.edu/go/givingtues21
2. Don't forget, gifts to the Brown Annual Fund will be matched 1:1 today only for Giving Tuesday! Visit brown.edu/go/givingtues21
3. Happy Giving Tuesday! Visit brown.edu/go/givingtues21 TODAY to see how **our class** is coming together to support all that Brown makes possible.
4. The 1:1 match ends at midnight ET: show your love for Brown by donating to the Brown Annual Fund for Giving Tuesday. Visit brown.edu/go/givingtues21