



Dear Alumni Partners:

On April 23, in honor of Allegheny's 200th anniversary, Allegheny will announce through electronic and social media communication channels a one-day giving challenge called *Gator Give Day*.

This is a participation challenge, which means that matching gifts will be unlocked for the College as participation goals are met throughout the day. All alumni, parents of current and past students, and friends of the College will be invited to join the effort by making a gift before the day ends at midnight. If we are successful, we have the opportunity to make a monumental impact for Allegheny by securing over \$400,000 in matching gifts and potentially increasing alumni participation and positively affecting the College's national reputation.

It is our hope to make this a day for the Allegheny history books, with the largest outpouring of support ever for the College in one day.

You are invited to support this effort in any or all of the following ways:

- **Participate with a gift** – A gift of any amount on April 23 will include you in the count and move the College one step closer to unlocking challenge dollars. Gifts can be made on that day via the website, www.Allegheny.edu/giving, or over the phone at 1-814-332-5304. Checks that are postmarked April 23 with “Gator Give Day” in the memo line will also be included.
- **Help spread the word** – If you use social media channels, you can help the word spread about the event by liking, tweeting, posting, and sharing the College's updates. Please use the hashtag #gatorgiveday in your social media communications.
- **Reserve time on April 23 to make personal invitations** – Consider whom you could personally invite to make a gift on April 23. Could you invite 5, 10, or even 50 classmates to participate? Our staff is ready to serve as a resource to you to help identify those you wish to invite and will provide you with contact information as needed.

Every 200 alumni who make a gift increase our alumni participation by another percentage point. (Last year alumni participation was 24%.)

An element of surprise will be needed to allow this challenge to make the greatest impact. Please keep this information “under your hats” until Gator Give Day on April 23. Thank you! To follow the progress on that day, visit www.allegheny.edu/gatorgiveday.