

Mailing

Day of Giving Appeal Letter and Giveaway Information



West Chester University Foundation
202 Carter Drive
West Chester, PA 19382
610-436-2868
info@wcufoundation.org
www.wcufoundation.org

<<NAME1>>
<<NAME2>>
<<ADDRESS1>>
<<ADDRESS2>>
<<CITY>>, <<STATE>> <<ZIP CODE>>

February 20, 2023

Dear <<FirstName>>,

Friday, March 10th is WCU's Third Annual Charter Day of Giving! As a loyal Day of Giving donor, I'd like to invite you to be among the first to join in this year's giving campaign.

Our Golden Ram student body hails from more than 29 states and 74 countries. They participate in more than 300 student organizations, explore their passions through more than 180 academic opportunities in 40 fields of study, and compete in 24 intercollegiate sports. A donation on Day of Giving represents your support of all Rams and will make an immediate impact.

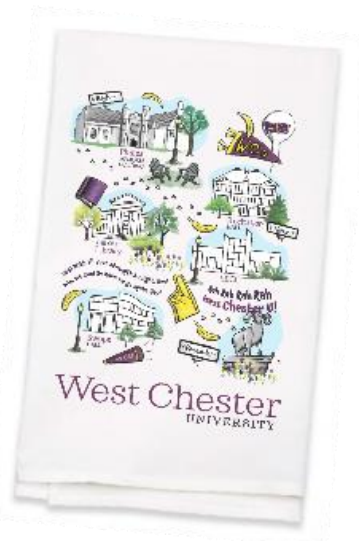
Don't wait until March 10th! Scan the QR code below to make your gift early, or complete the attached donation card and return it in the enclosed envelope. As a previous Day of Giving donor, we are counting on your continued participation.

Oh, and did we mention? Make a gift of \$25 or more by March 10th to receive a limited-edition Ram Pride commemorative towel! Thank you for ensuring our students have the resources they need to succeed.

Appreciatively,

Lauren Giannaris

Lauren Giannaris '12
Director of Annual Giving



This 100% cotton "flour sack" style towel has hemmed edges and measures 27" x 27". One towel available per \$25+ donation.



Enclosed is my gift of:

- <<Amt 1>> <<Amt 2>>
 <<Amt 3>> Other \$ _____

I am supporting:

- Area of Greatest Need
 <<Fund 1>>
 Other _____

Update Your Contact Info on the Reverse Side

<<Title>> <<FirstName>> <<Last Name>>
<<Address Line 1>>
<<City>>, <<State>> <<Zip>>
<<Constituent ID>>

Ways to Give:

Gifts can be made online at www.wcufoundation.org/dayofgiving

- Enclosed is a check for \$ _____
(made payable to WCU Foundation)
- Charge my credit card for a **ONE-TIME** gift of \$ _____
- Charge my credit card for a **MONTHLY** or **QUARTERLY** gift of \$ _____
- MASTERCARD VISA AMEX DISCOVER

Card Number _____ Exp Date _____ CVV _____

Signature Required _____ Date _____


FY23-DOG

Gifts to the WCU Foundation are fully tax deductible as allowable by law. The official registration and financial information for the WCU Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0998. Registration does not imply endorsement.

Save the Date Postcard

SHOW YOUR RAM PRIDE

CHARTER DAY

JOIN US  **3.10.23**

OF GIVING

WEST CHESTER UNIVERSITY



202 Carter Dr, West Chester, PA 19382

**Join us on Friday, March 10th for our
third annual Day of Giving!**

This 24-hour initiative brings alumni, faculty, staff, students, families, and friends together in support of student success across campus at WCU. Your gift, no matter the size, makes the greatest impact on March 10th.

Don't wait! Scan the QR code below or visit www.wcufoundation.org/dayofgiving to be among the first to kick off our Day of Giving!



Thank You Postcard

THANKS TO YOU

THE THIRD ANNUAL DAY OF GIVING WAS OUR BEST YET!

With your gift, you joined over 750 donors and raised over \$170,000 for our students.

Your gift on Day of Giving, alongside hundreds of alumni, friends, family, and community partners, shows the impact of our larger Ram Fam. You provide scholarship dollars, ensure our students have the most up-to-date technology to stand out in their fields, allow student-athletes to compete at the highest level in their sport, and overall, you create ongoing opportunities for student success.

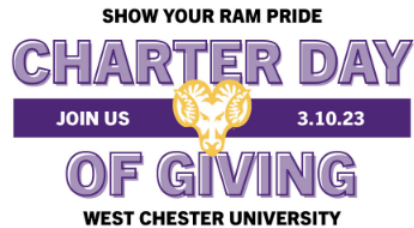
As a thank-you for your philanthropic gift on Day of Giving, please enjoy this limited-edition, commemorative towel. We hope you display it with pride, and know that you make an impact, on Day of Giving and every day.

RAMS UP



Email

Matches and Challenges Email



Have you heard?

WCU's Charter Day of Giving is one week away! Join us on Friday, March 10th to show your Ram Pride.

Beat the rush and make your gift today!

Charter Day of Giving celebrates all aspects of WCU life. From colleges, to athletics, to alumni chapters, and beyond, you can give directly to your favorite area of campus. It's also the perfect opportunity to connect with the WCU community through a match or challenge...check out what we have running below!

Matches and Challenges:

Justamere Foundation is [matching \\$5 for each \\$1 donated up to \\$50,000](#) for the **Fund for Unpaid Internships**.

A [dollar-for-dollar match up to \\$10,000](#) for all gifts to the **Dr. Nadine Bean Graduate Social Work Scholarship**.

A [dollar-for-dollar match up to \\$5,000](#) when you choose to support the **Cottrell Entrepreneurship Center**.

First Bank is [matching dollar-for-dollar up to \\$2,500](#) for the **Fueling Station**.

A [dollar-for-dollar match up to \\$500](#) for all gifts to the **Athletic Excellence Fund**.

[\\$500 will be unlocked](#) for **Women's Rugby** if \$3,000 is donated to support the Women's Rugby team.

An [additional \\$100 will be unlocked](#) for **Gymnastics** if 10 donors support the Gymnastics team.

Your donation makes an impact.

[Join In Here >>](#)

Follow along next Friday as we reach our \$100,000 goal, and don't forget to share online with your friends and family.

Thanks for providing our students with the resources they need to succeed.

Rams Up!

Thank You Email based on designation fund (example: Athletics)



Thank you, Kirsten Scheck!

Your gift in support of our students is an investment in broadening access to education, advancing technology, and providing career-building opportunities so that each student can realize their full potential. Here is a message from Athletic Director, Terry Beattie.



We are also excited to invite you to a special Charter Day of Giving 2023 Fiorentino Forty on March 14th at 12:00 PM. Join WCU President Chris Fiorentino for a forty-minute Zoom call to hear an informal University update and a review of Charter Day of Giving 2023. To register visit: <https://go.wcufoundation.org/e...>

Gift Receipt

Kirsten Scheck

Gift amount: \$120.00

Gift date: March 2, 2023

Fund: Example Designation

Tax Deductibility:

In compliance with the Omnibus Reconciliation Act of 1993, the WCU Foundation acknowledges that for the charitable amount listed above you have not received any tangible goods or services in exchange for this contribution and this value may be deductible as allowed by law.

If you have any questions regarding this gift, please contact the WCU Foundation Gift Office at 610-436-2868 x1315 or info@wcufoundation.org.

Our Mission:

The West Chester University Foundation engages donors and other partners to drive student success.

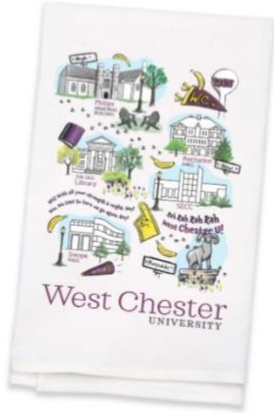
Social Media



wcfoundation



wcfoundation



24 likes

wcfoundation Oh, and did we mention? When you make a gift of \$25 or more, you'll receive a limited-edition Ram Pride Commemorative towel... more

March 10



16 likes

wcfoundation Follow link in bio to make your gift!

March 10



wcfoundation



10 likes

wcfoundation We're \$800 dollars away from \$80k!! Take advantage of this match! Visit link in bio to make your gift.

March 10



wcfoundation



12 likes

wcfoundation TODAY is Charter Day of Giving! From colleges, to athletics, to alumni chapters, and beyond, you can give directly to your favorite area of... more

March 10



GiveCampus Platform

Our crowdfunding platform was essential for engagement on Day of Giving. We had an active thermometer to measure our gifts with an overall Day of Giving page and then individual pages for our departments/colleges/campus partners, we posted live updates and more. To check out our page visit: <https://www.givecampus.com/schools/WestChesterUniversityofPennsylvania/wcu-charter-day-of-giving-2023#donors>.

WCU Charter Day of Giving 2023



\$169,589
Donated

169% of \$100,000 goal

785
Donors

This campaign ended on March 11, 2023, but you can still make a gift to West Chester University of Pennsylvania by clicking here!

[About](#) [Spotlight Campaign](#) [Updates](#) [Donors](#) [Advocates](#)

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Investing in Our Students

72% 15 Donors
Campaign Ended \$7,225 Donated



Creating Opportunity

79% 69 Donors
Campaign Ended \$7,900 Donated



Leading with Technology

0% 1 Donors
Campaign Ended \$25 Donated



College of Education and Social Work

144% 61 Donors
Funded \$14,462 Donated



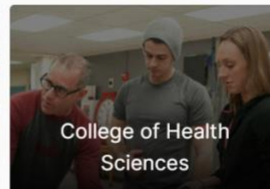
College of Arts and Humanities

181% 16 Donors
Funded \$2,724 Donated



College of Business and Public Management

67% 11 Donors
Campaign Ended \$1,009 Donated



College of Health Sciences

129% 20 Donors
Funded \$1,935 Donated



College of the Sciences and Mathematics

18% 4 Donors
Campaign Ended \$275 Donated



University College

26% 2 Donors



Campaign Ended \$400 Donated



WCU Alumni Chapters

127% 105 Donors



Funded \$6,372 Donated



Athletics

123% 412 Donors



Funded \$55,632 Donated



Black Alumni Chapter (BAC)

29% 66 Donors



Campaign Ended \$3,649 Donated



The Cottrell Entrepreneurship Center

97% 14 Donors



Campaign Ended \$9,770 Donated



Division of Student Affairs

32% 12 Donors



Campaign Ended \$490 Donated



Friends of the Library

10% 3 Donors



Campaign Ended \$150 Donated



The Killinger Football Foundation

192% 18 Donors

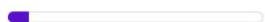


Funded \$2,883 Donated



Swope Scholarship

3% 1 Donors



Campaign Ended \$50 Donated



Twardowski Career Development Center

521% 31 Donors



Funded \$52,190 Donated



WCU Resource Pantry

45% 17 Donors



Campaign Ended \$680 Donated



West Chester First Initiative

15% 6 Donors



Campaign Ended \$225 Donated

Matches View All

- Terry Beattie matched \$500
- May Van matched \$1,000
- First Bank matched \$2,500

About

Your gift, no matter the size, makes the greatest impact on March 10.

We are celebrating our 3rd Annual Charter Day of Giving! This initiative brings alumni, faculty, staff, students, families and friends together in support of student success across campus at WCU.

Make an impact today by giving to the area of campus that means the most to you. From

Matches

View All



Terry Beattie matched \$500



May Van matched \$1,000



First Bank matched \$2,500



John Baker matched \$5,000



David Gansky matched \$5,000



Nadine Bean matched \$10,000

Challenges

View All



because \$5,000 was donated in 15 days

Incentives

Donate \$25

Receive a limited edition Ram Pride commemorative towel with your \$25 gift. One towel available per \$25+ donation.

About

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We are celebrating our 3rd Annual Charter Day of Giving! This initiative brings alumni, faculty, staff, students, families and friends together in support of student success across campus at WCU.

Make an impact today by giving to the area of campus that means the most to you. From investing in our students, to technological advancements and creating opportunity across campus, join in to celebrate our Day of Giving!

Spotlight Campaign

Ram Band's Road to the Roses

The West Chester University Incomparable Golden Rams Marching Band has been invited to perform at the 2024 Rose Parade®! Help support the RamBand's "Road to the Roses" by giving today at the link below.

Updates

Add New Update

Live Updates

Thank You!

As I'm sure you (and your inbox) heard, last Friday was our Charter Day of Giving! We're still working on counting every dollar but want to take the time to say Thank you to everyone who made it happen.

With over **\$150,000 raised** and **700+ donors**, this Charter Day of Giving was our best one yet. We can't complete our mission of student success without you, our Ram Fam.

And our Golden Rams wanted to show their thanks! Check out all the student signatures and a photo below from the big day.

Stay tuned! We'll be announcing our grand total and sharing some words from President Fiorentino soon... Thank you again for all that you do for student success at WCU.

