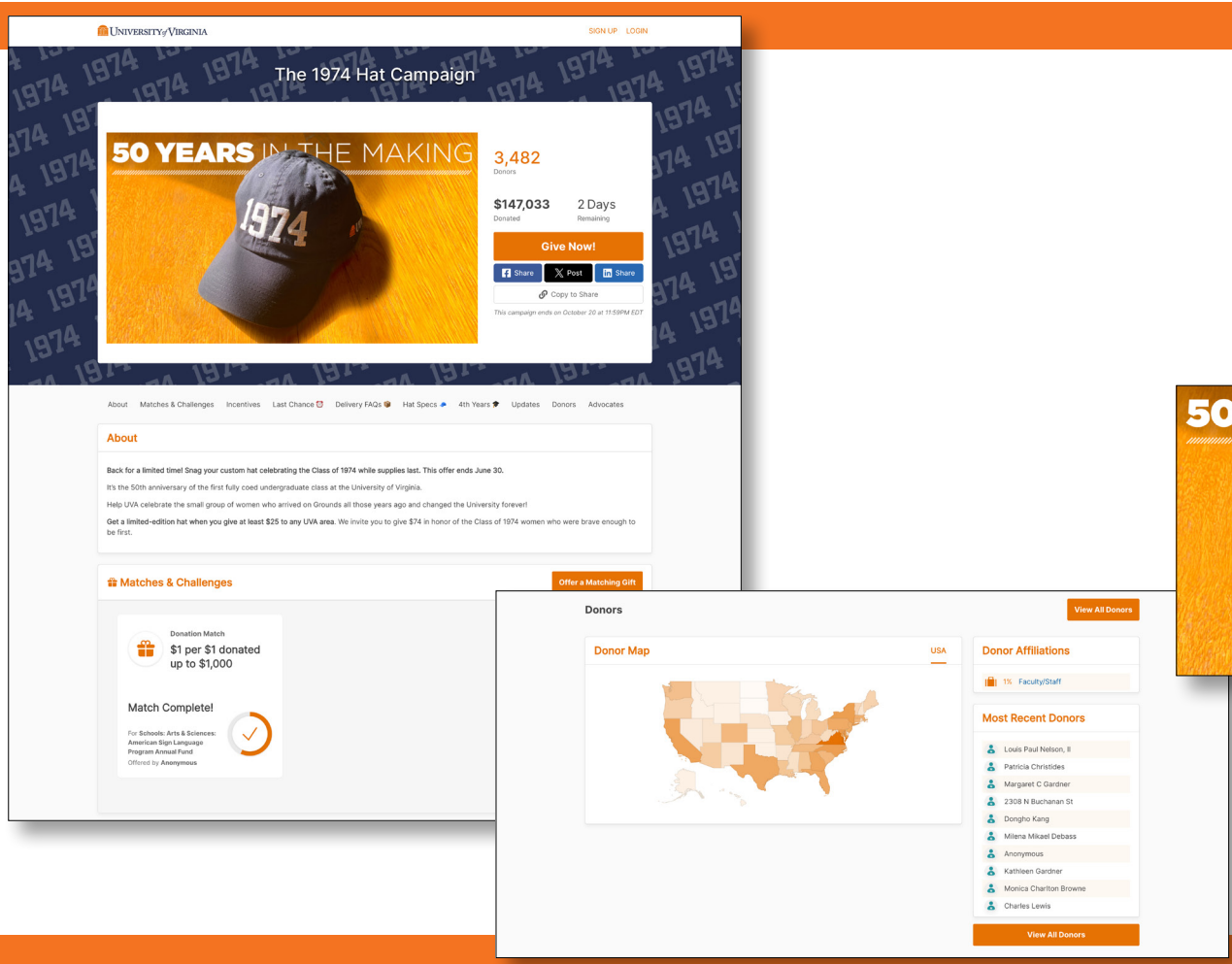
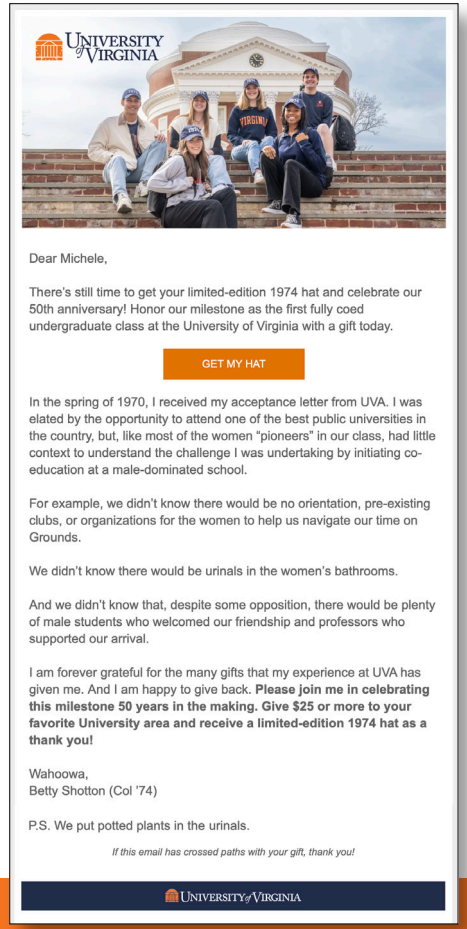
UVA 1974 Hat Campaign | Giving Form





Campaign card

UVA 1974 Hat Campaign | Emails



UNIVERSITY of VIRGINIA

Dear Michele,

There's still time to get your limited-edition 1974 hat and celebrate our 50th anniversary! Honor our milestone as the first fully coed undergraduate class at the University of Virginia with a gift today.

GET MY HAT

In the spring of 1970, I received my acceptance letter from UVA. I was elated by the opportunity to attend one of the best public universities in the country, but, like most of the women "pioneers" in our class, had little context to understand the challenge I was undertaking by initiating co-education at a male-dominated school.

For example, we didn't know there would be no orientation, pre-existing clubs, or organizations for the women to help us navigate our time on Grounds.

We didn't know there would be urinals in the women's bathrooms.

And we didn't know that, despite some opposition, there would be plenty of male students who welcomed our friendship and professors who supported our arrival.

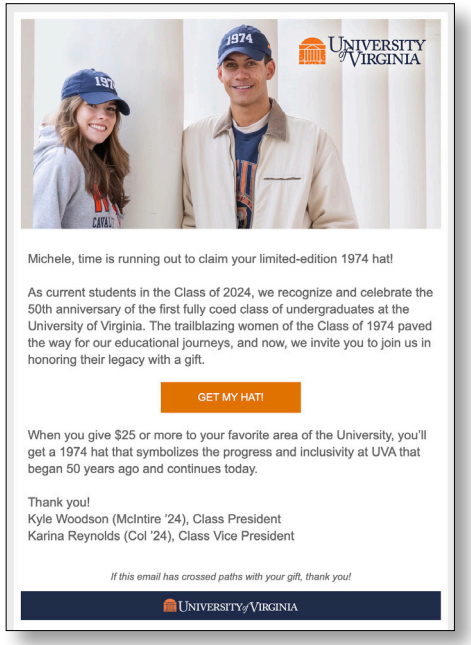
I am forever grateful for the many gifts that my experience at UVA has given me. And I am happy to give back. **Please join me in celebrating this milestone 50 years in the making. Give $25 or more to your favorite University area and receive a limited-edition 1974 hat as a thank you!**

Wahoowa,
Betty Shotton (Col '74)

P.S. We put potted plants in the urinals.

If this email has crossed paths with your gift, thank you!

UNIVERSITY of VIRGINIA



UNIVERSITY of VIRGINIA

Michele, time is running out to claim your limited-edition 1974 hat!

As current students in the Class of 2024, we recognize and celebrate the 50th anniversary of the first fully coed class of undergraduates at the University of Virginia. The trailblazing women of the Class of 1974 paved the way for our educational journeys, and now, we invite you to join us in honoring their legacy with a gift.

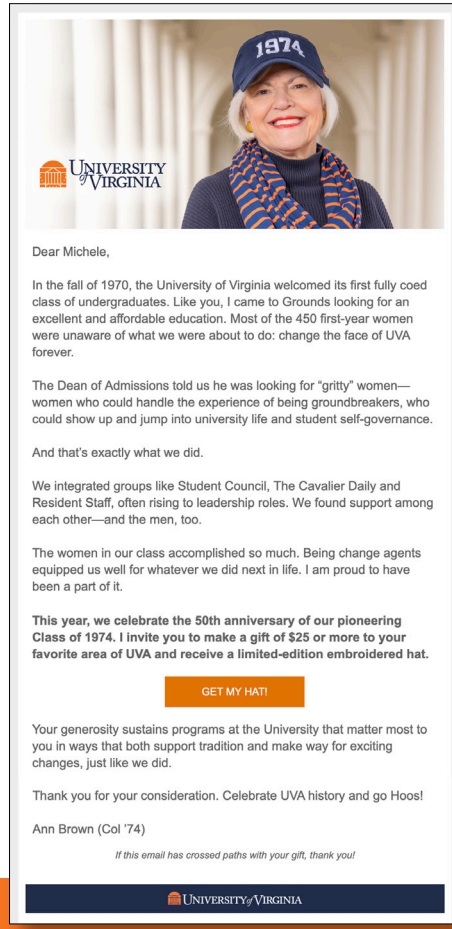
GET MY HAT!

When you give $25 or more to your favorite area of the University, you'll get a 1974 hat that symbolizes the progress and inclusivity at UVA that began 50 years ago and continues today.

Thank you!
Kyle Woodson (McIntire '24), Class President
Karina Reynolds (Col '24), Class Vice President

If this email has crossed paths with your gift, thank you!

UNIVERSITY of VIRGINIA



UNIVERSITY of VIRGINIA

Dear Michele,

In the fall of 1970, the University of Virginia welcomed its first fully coed class of undergraduates. Like you, I came to Grounds looking for an excellent and affordable education. Most of the 450 first-year women were unaware of what we were about to do: change the face of UVA forever.

The Dean of Admissions told us he was looking for "gritty" women—women who could handle the experience of being groundbreakers, who could show up and jump into university life and student self-governance.

And that's exactly what we did.

We integrated groups like Student Council, The Cavalier Daily and Resident Staff, often rising to leadership roles. We found support among each other—and the men, too.

The women in our class accomplished so much. Being change agents equipped us well for whatever we did next in life. I am proud to have been a part of it.

This year, we celebrate the 50th anniversary of our pioneering Class of 1974. I invite you to make a gift of $25 or more to your favorite area of UVA and receive a limited-edition embroidered hat.

GET MY HAT!

Your generosity sustains programs at the University that matter most to you in ways that both support tradition and make way for exciting changes, just like we did.

Thank you for your consideration. Celebrate UVA history and go Hoos!

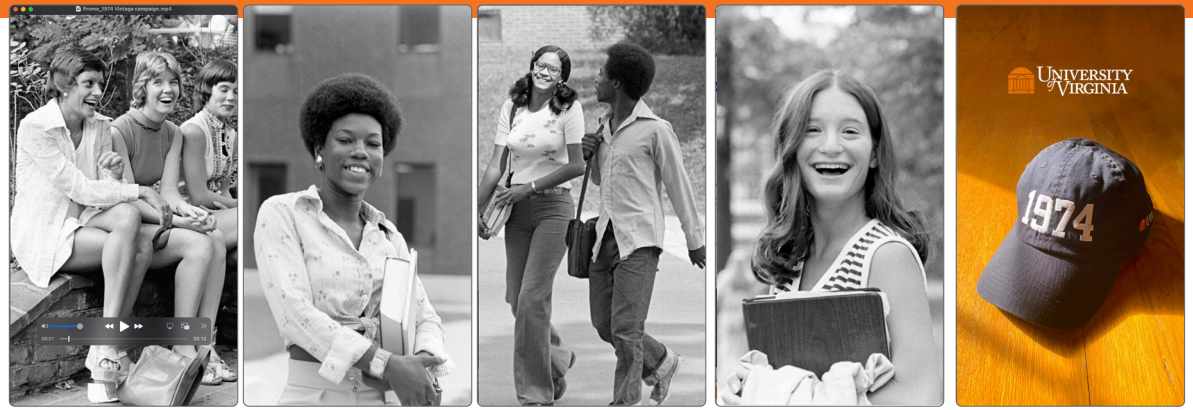
Ann Brown (Col '74)

If this email has crossed paths with your gift, thank you!

UNIVERSITY of VIRGINIA

UNIVERSITY of VIRGINIA

UVA 1974 Hat Campaign | Social Media

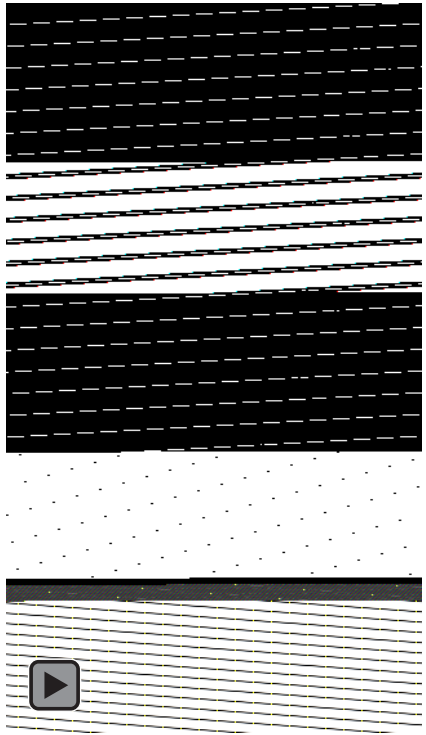


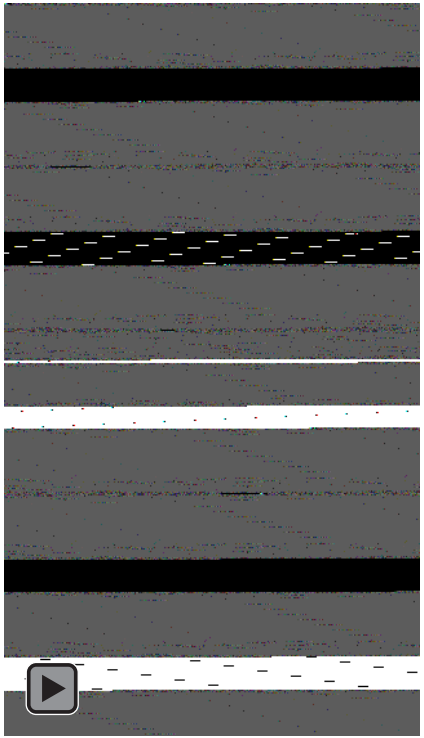
15 sec. Class of 1974 video



10 sec. Class of 2024 video

UVA 1974 Hat Campaign | Social Media Cont.

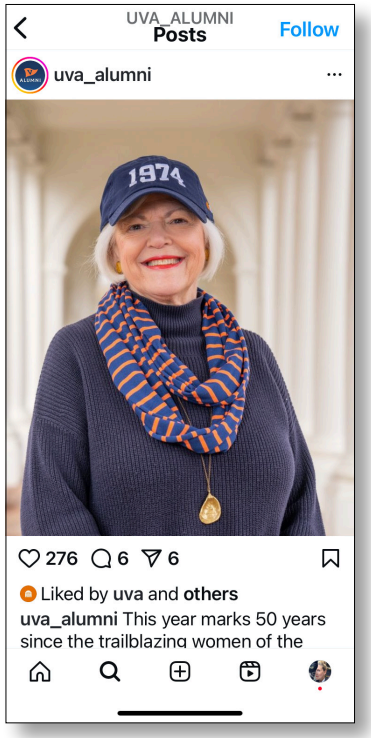




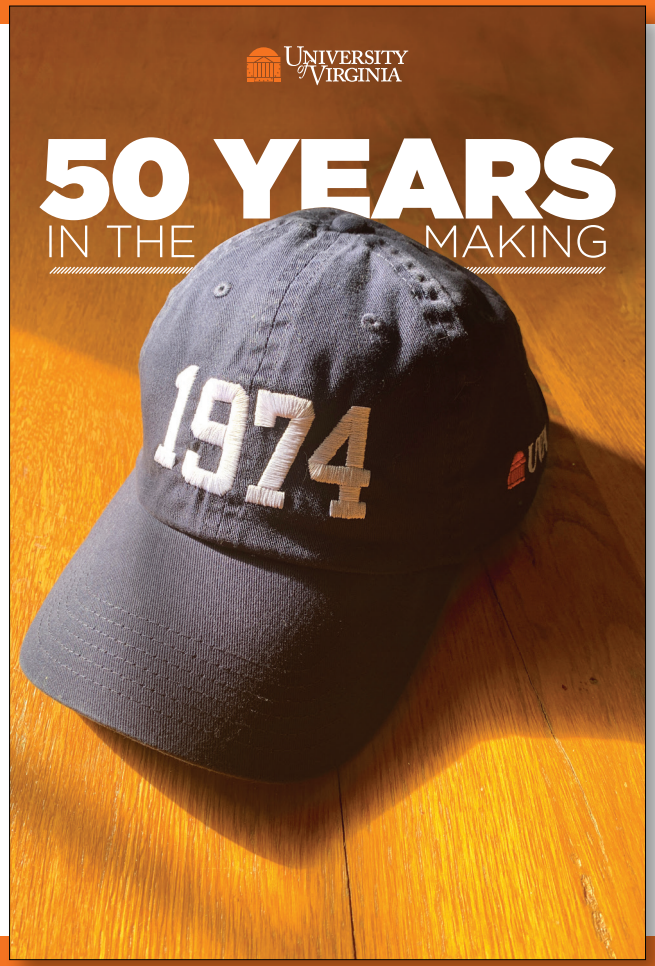
UVA 1974 Hat Campaign | Social Media Cont.







UVA 1974 Hat Campaign | Postcard







Informed delivery graphic

UNIVERSITY of VIRGINIA