The Advancement Times

dayofgiving.ttu.edu | *Let's Rally Together* | March 25-26, 2025

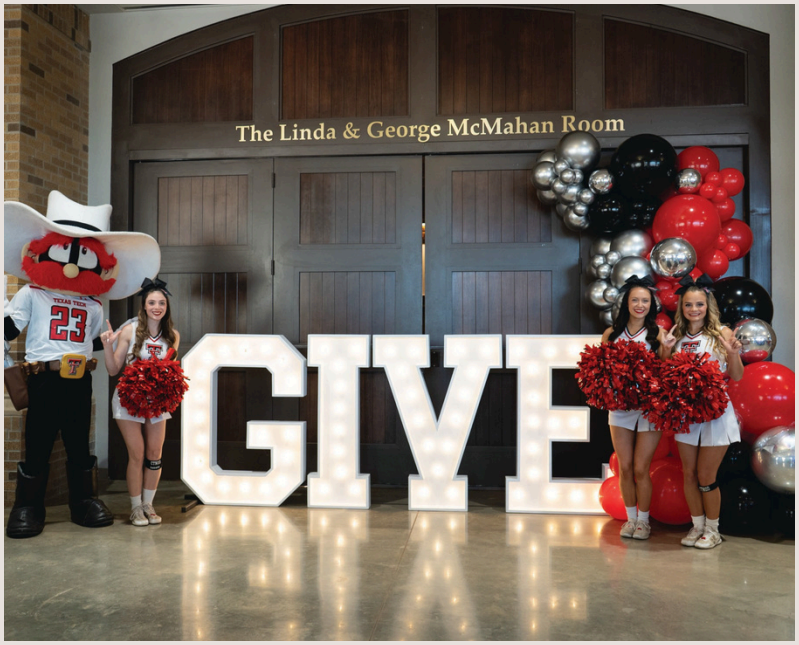
EVERYONE CAN MAKE AN IMPACT

*Highlighting how **any gift, of any amount, anywhere** on campus can make an impact, the **2025 Day of Giving** will encourage Red Raiders to **rally together to make a difference.***

"How can my $5, $25, $50 or even $100 gift make an impact?"

The answer is through the generosity shown by Red Raiders during Texas Tech University's annual Day of Giving, which takes place this year on March 25-26.

Texas Tech's Day of Giving is a 1,923-minute fundraising campaign supporting the university. During this time, Red Raiders are encouraged to rally together and support the people and programs most meaningful to them. The campaign takes place over two days for a total of 32 hours and 3 minutes – or 1,923 minutes – signifying the year of Texas Tech's founding.



"DAY OF GIVING IS A GREAT WAY TO GET INVOLVED WITH TEXAS TECH AND THE CAMPAIGN BY SUPPORTING THE NEEDS OF THESE GREAT PROGRAMS."

- BYRON KENNEDY
VICE PRESIDENT, ADVANCEMENT

"Everyone can make a true difference through Day of Giving," said Byron Kennedy, vice president for advancement. "Great things are happening at our university that have impact far beyond our campus. This past fall, the university launched On&On: The Campaign for Texas Tech University to maximize that impact. Day of Giving is a great way to get involved with Texas Tech and the campaign by supporting the needs of these great programs."

Each year, donors can give to funds that support students, scholarships and other initiatives. Each of Texas Tech's 13 colleges are represented in addition to other areas of the university including Texas Tech Athletics, campus life organizations and the Military and Veterans Program.

"What I love about Day of Giving is seeing the amazing impact Red Raiders can have when we all rally together, which is our event theme," said Shannon Wallace, associate director for annual giving. "Participation in Day of Giving is important because it's about collective impact. It's an opportunity to celebrate Texas Tech and inspire others to join together to help Red Raiders succeed."

The 2025 Texas Tech Day of Giving will be the third time the university has hosted this fundraising event, and it will look slightly different than it has in prior years.

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ADVANCEMENT
TEXAS TECH

Recipient Name
Recipient Address
City, State Zipcode

HOW TO PARTICIPATE IN DAY OF GIVING



Give

Make a gift online at
www.dayofgiving.ttu.edu



Connect

Spread the word and rally our Red Raider family! Follow @TTUAdvancement on Instagram & Facebook for Day of Giving updates



Celebrate

Join us on March 25 from 3:30-5 pm at the Frazier Alumni Pavilion for photos, refreshments and a celebration of impact!

ANY GIFT. ANY AMOUNT. ANYWHERE ON CAMPUS.

Scan this QR code
or visit www.dayofgiving.ttu.edu

Puzzle

CAN YOU FIND ALL THE WORDS?

L M A S K E D R I D E R M X A
E M U Z D E D I C A T I O N L
X E P Q I N N O V A T I O N U
C M S H T S U P P O R T Y F M
E O C C I R C S I M P A C T N
L R G O H L A E U D S O L R I
L I C E N O A N L C T W A A T
E A H G N N L N S E C I Z L E
N L A L I E E A T F B E A L X
C C M E M V R C R H O R S Y A
E I P G I A I O T S R R A S S
U R I A Q P M N S I H O M T T
X C O C W E Q A G I O I P S E
V L N Y I C J A J E T N P Y C
B E S P O S S I B L E Y S S H

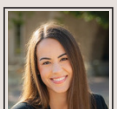
Memorial Circle • Innovation • Masked Rider • Celebrate
Excellence • Generosity • Champions • Dedication
Impact • Alumni • Philanthropy • Rally• Success
Transform • Possible • Giving • Scholarships
Texas Tech • Support • Legacy

Cartoon



Dawn Franklin - Class of 2026

For more information about **Day of Giving**, please contact the **Office of Advancement**



Shannon Wallace
Class of 2019
Associate Director
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Lexi Lanser

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Previously, each college, school or other unit on campus has selected one project to highlight. This year, a new Day of Giving website will allow for more areas to be showcased, giving colleges, schools and units the chance to highlight multiple areas of need.

Donations are primarily made online through the Day of Giving website but can also be accepted by mail.

During the last Day of Giving, 1,425 donors gave more than $430,000 – about $100,000 more than its inaugural year.

"What Day of Giving has shown me is that Red Raiders are difference makers," Wallace said. "Each year, we have surpassed the fundraising goal we set, but what resonates with me is what happens three months, six months or even a year after the event when I see the results and know that those donations are changing lives.

"We encourage Red Raiders to give, connect and share," Wallace continued. "Day of Giving is not just about supporting these programs but also sharing them on your social media with your friends and family. This year, you'll also see more Day of Giving events around campus that are hosted by colleges, and the Office of Advancement will continue to host its celebration at the Frazier Alumni Pavilion on March 25 from 3:30 to 5 p.m."



For more information on the 2025 Texas Tech Day of Giving, scheduled for March 25-26, visit www.dayofgiving.ttu.edu or visit the Office of Advancement on Facebook and Instagram with the handle @TTUAdvancement.

AREAS YOU CAN GIVE TO ON D.O.G. 2025

Texas Tech Athletics
Campus Life
College of Arts & Sciences
College of Education
College of Health & Human Sciences
College of Media & Communication
Davis College
General University
Graduate School
Honors College
Huckabee College
J.T. & Margaret Talkington College of Visual & Performing Arts
Museum of Texas Tech
National Ranching Heritage Center
Rawls College
School of Law
School of Veterinary Medicine
Student Success
University Libraries
Whitacre College
In addition to many more!

LETTER FROM THE EDITOR

With Day of Giving 2025 only days away, I'm reminded of how powerful we are when we come together to make a difference for our students, programs, and community. Making Day of Giving a success each year is truly a collective effort, perfectly reflecting the spirit of Rallying Together.

Each year, your incredible hard work and generosity show how much impact we can create as a Red Raider family. From supporting Raider Red's Food Pantry to funding one-of-a-kind educational experiences, every gift has made a difference in the lives of our students.

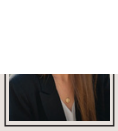
This year, I'm inviting you to rally together again. Day of Giving is more than just donations – it's about being strengthening the Red Raider community and inspiring others to do the same.

If you haven't already - mark your calendar for March 25 & 26 and help make Texas Tech Day of Giving 2025 unforgettable or make an early gift now to start the impact early. AND join us at the Frazier Alumni Pavilion from 3:30- 5 pm on March 25 to celebrate the impact!

Any gift. Any Amount. Anywhere on Campus.

Wreck 'em,

Shannon Wallace
Texas Tech University Class of 2019
Associate Director, Annual Giving





Class of 2016
Program Manager
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part of something bigger. Whether you give, connect or share, you're

Texas Tech Office of Advancement