



give. love. xavier

CHALLENGE GRANT INITIATIVE

OVERVIEW

Since its founding in 1925, Xavier has educated nearly 25,000 scholars. The University has always ensured that deserving students who possess the desire and commitment to earn a college degree would not be denied the opportunity due to lack of financial resources. Now more than ever, Xavier is encountering an alarmingly high number of academically qualified students who are forced to abandon their plans of attaining a college degree because of their inability to secure scholarships, grants, or loans. More than 87% of Xavier's undergraduates receive some form of need-based financial aid. We invite you to help a student fulfill their dream by supporting the 2021 Give.Love.Xavier Day Challenge Grant Initiative.

Xavier University will hold its ninth annual one-day, online, social media-driven fundraising event, Give.Love.Xavier Day, Tuesday, April 6, 2021, from 12:00 a.m. to 11:59 p.m. CST. The event invites alumni and friends to come together for one day to show their support for the University with financial contributions. All Give.Love.Xavier Day gifts support need-based scholarships. Since its inception, Give.Love.Xavier Day has raised more than **\$3.3 million** for the University.

CHALLENGE GRANT SPECIFICS

XULA's Give.Love.Xavier Day goal is \$800,000. **Last year alumni and friends raised nearly \$550,000, from 2,500 donors, including 700 gifts from first-time contributors to Give.Love.Xavier Day.** In order to maintain our momentum and continue to secure new supporters, we are seeking to secure \$400,000 in Challenge Grant funding prior to April 7th.

Inspiring others to give and helping to ensure that deserving students will continue to fulfill their dream of earning a quality Xavier education.



OPTION I - Inspire others by earmarking your challenge gift of **\$10,000** or more to be used to match dollar for dollar.



OPTION II - Encourage others to join our family by earmarking your challenge gift of **\$7,500** or more to match dollar for dollar.



OPTION III - Motivate others to increase their contributions by earmarking your challenge gift of **\$5,000** or more to be used to match dollar for dollar.



OPTION IV - Entice others by earmarking your gift of **\$2,500** or more to challenge a specific group such as a Greek letter organization, a class year, or a market segment such as physicians, teachers or pharmacists.

Challenge Grant supporters will be prominently listed in all print and digital media promoting Give.Love.Xavier Day. Data from our 2020 day of giving indicated that we had a volume of 65 media stories that reached 22.9 million people nationally. On social media, we had 14 stories, with a reach of 6.65 million people.



XAVIER
UNIVERSITY of LOUISIANA

4.6.21
 give. love.
 xavier
 DAY



Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ E-mail: _____

Pledge Amount: \$ _____

Method of Payment:

Check Enclosed (*Please make check payable to Xavier University of Louisiana*) Credit Card (Details below)

____ VISA ____ MASTERCARD ____ AMERICAN EXPRESS ____ DISCOVER

Name on Card: _____

Card Number: _____ Exp. Date: _____ Amount: \$ _____

Signature: _____

Challenge Grant Options (*Please check one*)

- OPTION I** - Inspire others by earmarking your challenge gift of **\$10,000** or more to be used to match dollar for dollar any first-time gift to Give.Love.Xavier Day.
- OPTION II** - Encourage others to join our family by earmarking your challenge gift of **\$7,500** or more to match dollar for dollar during Give.Love.Xavier Day.
- OPTION III** - Motivate others to increase their contributions by earmarking your challenge gift of **\$5,000** or more to be used to match dollar for dollar to Give.Love.Xavier Day.
- OPTION IV** - Entice others by earmarking your gift of **\$2,500** or more to challenge a specific group such as a Greek letter organization, a class year, or a market segment such as physicians, teachers or pharmacists.

Please specify: _____



Please return completed form to:
 XAVIER UNIVERSITY OF LOUISIANA OFFICE OF INSTITUTIONAL ADVANCEMENT
 1 Drexel Drive • Box 66 • New Orleans, LA 70125-1098

For More Information on **give. love.xavier** Campaign please call (504) 520-7575 • FAX (504) 520-7915