



give. love. xavier

CHALLENGE GRANT INITIATIVE

OVERVIEW

Since its founding in 1925, Xavier has educated more than 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 2022 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 5, 2022, 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 and other university priorities. Since its inception, Give.Love.Xavier Day has raised more than \$4.4 million for the University.

CHALLENGE GRANT SPECIFICS

XULA's Give.Love.Xavier Day goal is **\$1.5 million**. Last year alumni and friends raised more than **\$1.2 million**, from **2,800 donors**, including **900 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 **\$600,000** in Challenge Grant funding prior to April 5th.

CHALLENGE GRANT OPTIONS

By supporting one of the following options you are 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 **\$25,000** or more to be used to match dollar for dollar.



OPTION II - Encourage others to join our family by earmarking your challenge gift of **\$10,000** 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.

- **In total the campaign was mentioned 198 times on social media from April 1 to April 8, 2021, with an average of 22 mentions per day.**
- **Twitter was the most popular platform with 81 users tweeting or retweeting GLX content from April 1 to April 8, 2021, earning 250K impressions and reaching more than 116K people.**
- **Broadcast exposure peaked at 160K on April 7, 2021.**
- **The top 25 articles combined for a total reach of 235K.**
- **The campaign was also mentioned in 5 countries.**

4.5.22
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 DAY



In the Spirit of Love

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: _____

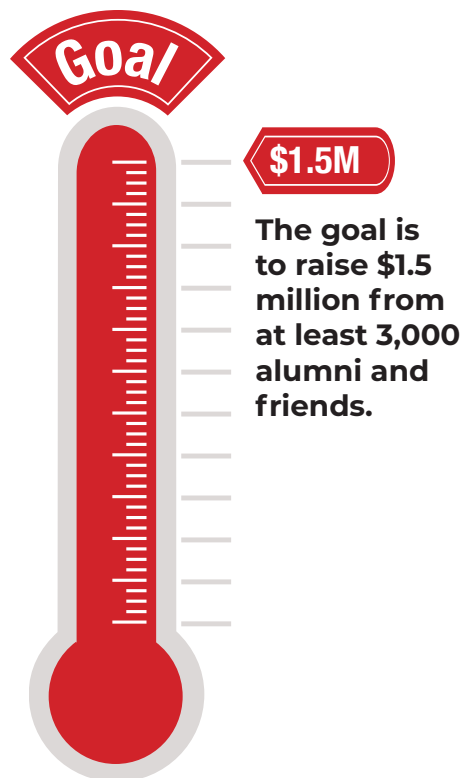
Card Number: _____ Exp. Date: _____ Amount: \$ _____

Signature: _____

Challenge Grant Options (*Please check one*)

- OPTION I** - Inspire others by earmarking your challenge gift of **\$25,000** 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 **\$10,000** 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