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Sixth Annual #DoubleDawgDay Secures Investments in Gardner-Webb's Future

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CAMPUS NEWS

Sixth Annual #DoubleDawgDay Secures Investments in Gardner-Webb's Future

BY OFFICE OF UNIVERSITY COMMUNICATIONS ON APRIL 30, 2021



Gifts Exceeding \$315K Surpass Last Year's Total

BOILING SPRINGS, N.C.—The sixth annual #DoubleDawgDay on April 29 was a record-breaking success, exceeding last year's total with 757 gifts raising \$315,597. Each gift will have a direct and lasting impact on the success of Gardner-Webb University and its students.

"The last 24 hours have been nothing short of amazing!" praised GWU President Dr. William M. Downs. "Thanks to the generosity of so many loyal Gardner-Webb alumni, friends and family, we have met—and indeed exceeded—our fundraising goals for #DoubleDawgDay 2021. To each and every one of you who contributed, you have my profound gratitude. 'Sko Dawgs!'"

Donors displayed school spirit by supporting their passions, giving back to the areas that mean the most to them. These included scholarships for business and divinity students, gifts for the Marching Band and the Christian Service Organization, and contributions to virtually every aspect of campus life.



"Bulldog Nation took advantage of this opportunity and showed up in a big way," affirmed Nate Evans, vice president for Advancement. "The success of this year's #DoubleDawgDay really speaks to the energy of our donors and to the efforts of our entire campus community. Heading into this one-day campaign we had a goal of expanding and reinvigorating our base of supporters, and I'm so pleased to see just how many people rose to the challenge. This all demonstrates a renewed enthusiasm for our mission—a 116-year mission that is strong and full of forward momentum."

Kanisha Fowler, assistant director of Annual Giving, noted the programs that brought in the most contributors and won bonuses. "Wrestling, Swimming and Annual Fund (scholarships) had the highest level of participation. This participation was met with bonuses that were given to create some friendly competition."

Additionally, Fowler stated that an enthusiastic faculty and staff showed their support and competitive spirit throughout the day. "It was great to see the departments and programs come together for friendly competition on our day of giving. All of this culminates to create opportunities that drive student success."

Other interesting facts that Fowler shared: The farthest donation came from Australia, and the Class of 2017 led the way with the most donations among alumni.



#DoubleDawgDay challenge winners

Program Participation Challenge: (the program who received the most donors throughout the day)

- 1st place Wrestling \$1,000 bonus
- 2nd place Swimming \$750 bonus
- 3rd place Annual Fund \$500



Farthest Away Challenge: (the program who received a gift with the farthest distance to campus)

- Alumni Justin Stalker '16 location: Australia
- College of Business \$1000 bonus

Double Dawg Day Selfie Challenge: (random drawing for the person who post #DoubleDawgDay on social and tags @gardnerwebb and the program they supported)

- Harrison Martin
- College of Business

Last Chance Challenge: (the program who received the most dollars from 10 p.m. to 11:59 p.m.)

\$750 Bonus Wrestling

[Learn more about giving on #DoubleDawgDay, and how you can still contribute.](#)



Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university. Gardner-Webb emphasizes a strong student-centered experience and rigorous academics to prepare students to become effective leaders within the global community. Ignite your future at Gardner-Webb.edu.

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