

**ADVANCEMENT**

# Save the Date: Gardner-Webb's Eighth Annual Double Dawg Day is April 20

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## Donors Have Matching Opportunities to Double Their Impact

BOILING SPRINGS, N.C.—Gardner-Webb University's Eighth annual Double Dawg Day is six weeks away on April 20. The campus community—along with alumni, friends, and longtime supporters—have an opportunity to surpass last year's giving and score a record-breaking total for the eighth year in a row.

"Double Dawg Day 2023 is going to be amazing," asserted Assistant Director of Annual Giving Kanisha Fowler. "This year we have audacious fundraising goals. Goals that will have a greater impact on our students, faculty and staff and the community as a whole. I'm excited to see Bulldog Nation rally together to support different causes with one purpose: advancing the mission of Gardner-Webb."

Donors can choose the people, programs and causes they want to support across the GWU campus. Some options include:

- University Priority Fund, which supports the greatest needs of the University.
- Annual Fund, which supports student scholarships.
- School/College Priority Fund, which provides the dean with the ability to respond quickly to emerging opportunities, transform the student experience and strengthen operational capacity.
- The University's 22 athletic sports teams.



In addition to supporting the University financially, individuals can sign up to be a Social Media Ambassadors. Social Media Ambassadors share their love for Gardner-Webb on all of their social media channels. Register [here \(https://doubledawgday.gardner-webb.edu/giving-day/66935\)](https://doubledawgday.gardner-webb.edu/giving-day/66935) by March 30 to be an ambassador and receive an ambassador kit in the mail. By using #DoubleDawgDay, individuals can show their support and promote the day of giving.

Adding to the excitement, several challenges are sure to spark some friendly competition. Who will be the first to make a gift at midnight to win the First Gift Challenge? Which school, program or department will raise the most and receive the bonus money?

Other contests include:

- Program Participation challenge – The college, school or department with the most donors.
- Academic Leaderboard – The academic program that raises the most.
- Athletic Leaderboard – The athletic program that collects the most.
- Class Participation challenge – The graduating class that donates the most.

With each donation, donors can take advantage of matching opportunities that could double the impact of their giving. These matching donations are made possible thanks to the generosity of other donors. Faculty and staff also have the convenient option of donating through payroll deduction.

For more information about #DoubleDawgDay, visit the [FAQ page \(https://doubledawgday.gardner-webb.edu/giving-day/50822/faq\)](https://doubledawgday.gardner-webb.edu/giving-day/50822/faq).

*Gardner-Webb University is North Carolina's recognized leader in private, Christian higher education. A Carnegie-Classified Doctoral/Professional University, GWU is home to nine colleges and schools, more than 80 undergraduate and graduate majors, and a world-class faculty. Located on a beautiful 225-acre campus in Boiling Springs, N.C., Gardner-Webb prepares graduates to impact their chosen professions, equips them with the skills to advance the frontiers of knowledge, and inspires them to make a positive and lasting difference in the lives of others. Ignite your future at [Gardner-Webb.edu \(https://gardner-webb.edu/\)](https://gardner-webb.edu/).*