

DOUBLE DAWG DAY

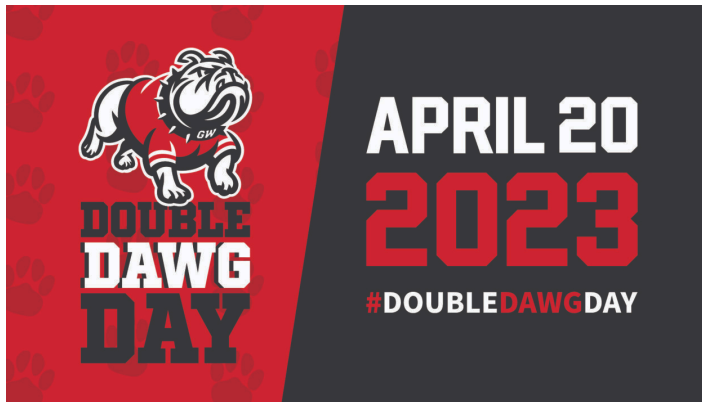
Join Gardner-Webb Alumni and Friends on April 20 for Eighth Annual Double Dawg Day

BY OFFICE OF UNIVERSITY COMMUNICATIONS ON APRIL 17, 2023



▲ Photo by Danielle Billups / GWU Photo Staff

Donors Have Matching Opportunities to Double Their Impact



BOILING SPRINGS, N.C.—On April 20, Gardner-Webb alumni, friends and longtime supporters can join together to make history. The Eighth Annual Double Dawg Day (<https://doubledawgday.gardner-webb.edu/>) begins at midnight on April 20. For 24 hours, everyone can contribute to surpass last year's total and break the record for the eighth year in a row.

"I'm looking forward to the beginning of #DoubleDawgDay; the moment when the site launches and the first donation is made," noted Assistant Director of Annual Giving Kanisha Fowler. "It's exciting to see the friendly competitions within each department and winners of the bonus money. I'm hopeful that on April 20 an enthusiastic Bulldog Nation will rally together to support students and the University's programs."

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.

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 teams.



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In addition to supporting the University financially, Social Media Ambassadors are sharing their love for Gardner-Webb on all of their social media channels. By using #DoubleDawgDay, individuals can show their support and promote the day of giving.

Adding to the excitement, several challenges will spark some friendly competition. Who made the first 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.

For more information and to view the leaderboard, visit the #DoubleDawgDay [FAQ page](https://doubledawgday.gardner-webb.edu/giving-day/66935/faq) (<https://doubledawgday.gardner-webb.edu/giving-day/66935/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>).