



Dear Charlie and Mari Ann,

Each spring VIMS joins in William & Mary's annual day to "give back and pay it forward," known as One Tribe One Day (OTOD). On OTOD schools and units compete for cash prizes and bragging rights, vying for accolades such as highest number of donors and best community spirit. For the past two years, supporters like you have helped us win \$20,000 in prize money!

This year's top One Tribe One Day priority is to raise mission-critical funds for our new flagship research vessel, the R/V *Virginia*, in order to purchase and install a sophisticated sonar suite for the *Virginia* to strengthen VIMS's research capabilities.

You can help us outfit R/V *Virginia* and win up to an additional \$15,000 by becoming a One Tribe One Day Champion on June 23!

We are using Tribefunding, a W&M crowdsourcing platform, so not only can you make your own gift, you can easily encourage others to join in and help us win. Remember, on OTOD it's not about the size of your gift, it's about how many people participate. So get your friends involved!

All funds given to our project – Outfit the R/V *Virginia* – on June 23 count toward VIMS's One Tribe One Day competition total. And every dollar given that day is being matched dollar for dollar, so you get double the impact.

Will you be our champion on One Tribe One Day 2020?

Here is how:

1. Go to vims.edu/otod to make a gift to VIMS on June 23.
2. Ask your friends to get involved – every single donor counts no matter the gift size.
3. **Show off your shark sticker to friends and family** by email, text, or on social media. Tell them why you support VIMS and encourage them to join you in supporting VIMS on One Tribe One Day. Be sure to tag @fbvims on Facebook, @VIMS_news on Twitter, and @vainstituteofmarinescience on Instagram. Use hashtag #OneTribeOneDay.

See www.vims.edu/otod for sample posts and messages, cover and profile images, and instructions for making a gift and using Tribefunding. You can also contact me at (804) 684-7010 or sabrooks@vims.edu.

With your support we'll have another winning year. Thank you!

Best regards,

Sally Brooks
Outreach

