



JAMES MADISON
UNIVERSITY®

Office of Annual Giving

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2021



KEEP GOING
DUKES!

Through thick and thin, Dukes are always there for each other, lending a helping hand when needed. Once a year, we celebrate this spirit of generosity on a day like no other in a special drive to support students. This year, as we look toward a brighter tomorrow, we call on Dukes everywhere to **come together for JMU Giving Day.**

This year's Giving Day officially begins March 23, but the positive impact you can make on students starts with your gift today.

GET INVOLVED

Contributions to the Challenge Fund double your impact because these early contributions fuel incentives throughout the day. You can help keep donors engaged and momentum steady. You can inspire others to give.

Or pick a fund that means the most to you! Giving Day showcases the top priority funds of the university, and by giving early you have the option of supporting one of the over 2,000 funds available.



← Scan to make your gift before March 16!

This Giving Day offers a unique opportunity. When Dukes come together to give what we can on March 23, **we will be striving to inspire**

6,000 GIFTS

in just 24 hours. We'll have the chance to cross over the **\$200 million milestone** of the *Unleashed* campaign, something we've been working toward for the past 7 years. *Your gift now will propel more scholarships, boost signature programs and showcase great students and professors.*

SHARE THE EXCITEMENT

By making your gift before March 16, you'll magnify your impact on JMU Giving Day and help create momentum to inspire others. **Sign up at givingday.jmu.edu to be a Giving Day Ambassador.** You'll get a personalized link to share with your network so you can directly support the programs you're passionate about.