



CHALLENGE GRANT INITIATIVE

OVERVIEW



CHALLENGE GRANT SPECIFICS

Last year alumni and friends raised more than \$1.5 million, from 2,800 donors, including 900 gifts from first-time contributors to Give.Love. Xavier Day.

\$600,000



OPTION I

\$25,000



OPTION II

\$10,000

OPTION III

\$5,000

OPTION IV

\$2,500

an average of 22 mentions per day.

- Twitter was the most popular platform with 81 users tweeting or retweeting GLX content from April 1 to April 8, 2021, earning 250K impressions and reaching more than 116K people.
- Broadcast exposure peaked at 160K on April 7, 2021.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ E-mail: _____

Pledge Amount: \$ _____

Method of Payment:

Check Enclosed (*Please make check payable to Xavier University of Louisiana*) Credit Card (Details below)

___ VISA ___ MASTERCARD ___ AMERICAN EXPRESS ___ DISCOVER

Name on Card: _____

Card Number: _____ Exp. Date: _____ Amount: \$

Signature: _____

Challenge Grant Options (*Please check one*)

OPTION I - Inspire others by earmarking your challenge gift of **\$25,000** or more to be used to match dollar for dollar any first-time gift to Give. Love.Xavier Day.

OPTION II - Encourage others to join our family by earmarking your challenge gift of **\$10,000** or more to match dollar for dollar during Give. Love.Xavier Day.

OPTION III - Motivate others to increase their contributions by earmarking your challenge gift of **\$5,000** or more to be used to match dollar for dollar to Give. Love.Xavier Day.

OPTION IV - Entice others by earmarking your gift of **\$2,500** or more to challenge a specific group such as a Greek letter organization, a class year, or a market segment such as physicians, teachers or pharmacists.

Please specify: _____

Please return completed form to:
XAVIER UNIVERSITY OF LOUISIANA OFFICE OF INSTITUTIONAL ADVANCEMENT
1 Drexel Drive • Box 66 • New Orleans, LA 70125-1098

For More Information on

Campaign please call (504) 520-7575 • FAX (504) 520-7915