Senior Class Legacy Campaign - *what is it?*

It’s never too early to leave your legacy.

The Senior Class Legacy Campaign is a fundraising campaign led by senior class representatives, in conjunction with the University of Richmond Office of Annual Giving, to create a major gift in your class’ name. It’s a great way to honor your time at Richmond and make a difference in the lives of all those students who will come after you.

What does the Senior Class Legacy Campaign support?

The Senior Class Legacy Campaign does not support a specific project, but instead gives each donor the opportunity to support what is most important to them at Richmond, such as an academic department, official student organization, or varsity or club sport. Seniors may also make their gift in honor of parents, professors, administrators, or friends that have made their experience at University of Richmond possible or memorable.

While Richmond appreciates every gift, it is most in need of unrestricted funds to the Annual Fund—that is, contributions which are not designated for a specific project but can be used to address the University’s most pressing needs.

Why is it important?

Many seniors ask “why is this campaign important and why should I participate?” The Senior Class Legacy Campaign gives each graduating class their first opportunity to give back to the University. Making a gift as a senior, and each year after graduation, helps to ensure that future generations of Spiders will enjoy the same amazing opportunities that we’ve enjoyed.

Making a gift to UR increases Richmond’s rankings in college guidebooks, like *U.S. News & World Report*. They use alumni participation rates as the criterion to gauge alumni satisfaction, (i.e. how much alumni enjoyed and appreciate their experience at UR) which in turn increases the value of your future degree.

How much do I have to give?

There is no minimum gift to participate in the Senior Class Legacy Campaign. The goal is not to raise a specific dollar amount, but to have everyone join together in leaving a class legacy at Richmond.

Members of the class who donate $250 or more will be classified as Leadership donors to the University, and as such will be inducted into the Young Rector’s Club.

How can I contribute?

For seniors, the simplest way to participate in the Senior Class Legacy Campaign is to visit the giving site givenow.richmond.edu/2018 or by filling out a pledge card. For more information, please contact Amy Gallagher at agallagh@richmond.edu or visit www.uronline.net/seniorgift.