

Senior Legacy Campaign - *what is it?*

It's never too early to leave your legacy.

The Senior Legacy Campaign is a fundraising campaign led by senior class representatives, in conjunction with the University of Richmond Office of Annual Giving. It's a great way to honor your time at Richmond, celebrate the class of 2020, and make a difference in the lives of those students who will come after you.

What does the Senior Legacy Campaign support?

The Senior 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, student services, student organizations, 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.

Why is it important?

Many seniors ask "why is this campaign important and why should I participate?" The Senior 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 Legacy Campaign. The goal is not to raise a specific dollar amount, but to have everyone join together and participate in making a gift and leaving a class legacy at Richmond.

A gift of any amount to any area of the university this year (July 1, 2019 – June 30, 2020) counts you as a donor to the Senior Legacy Campaign.

How can I contribute?

For seniors, the simplest way to participate in the Senior Legacy Campaign is to make your gift by visiting the giving site <https://uronline.net/seniorgift> or by filling out a pledge card. For more information, contact one of the co-chair or committee members or Amy Gallagher in the Office of Annual Giving at agallagh@richmond.edu or visit <https://giving.richmond.edu/annual-fund/Senior-Legacy/index.html>.