

## 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 2021, 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, campus initiative, 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?” or “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 have access to an ever-improving student experience. Additionally, University leadership pays a great deal of attention to what students and recent graduates choose to support, and that information can help steer their priorities.

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, 2020 – June 30, 2021) 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 **Venmo @SpiderGiving**— include your name, class year, and where you'd like to designate your gift in the comments – or visit <https://uronline.net/seniorgift>.

For more information, contact Amy Gallagher in the Office of Annual Giving at [agallagh@richmond.edu](mailto:agallagh@richmond.edu).