

Tulane Giving Day a huge success

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New Wave staff newwave@tulane.edu



Ambassadors for Give Green Day encourage giving on the uptown campus with sweet treats. (Photo by Jennifer Zdon)

Tulane University's first-ever giving day was a huge success, with donors from all over the world coming together to make more than 2,100 gifts to support Tulane's bold future.

"Give Green: A Day for the Audacious" occurred during the course of 24 hours on Wednesday, April 18, raising more than \$450,000 for schools and units, scholarships, research and many other aspects of the Tulane experience.

"The turnout for Give Green was absolutely outstanding," said Tulane President Michael A. Fitts. "And its reach was equally impressive. Donors supported the many things they love about Tulane, and, in doing so, they provided a wonderful demonstration of the collective impact of our Tulane family."

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Tulane University

—*Tulane President Mike Fitts*

Generous donors made the most of the day, helping many of Tulane’s supporters double their impact by setting up matching gifts and other challenges. Students, parents, alumni, faculty, staff, fans and friends from 45 states and eight countries participated in the inaugural event. With an initial goal of 1,834 donors, Give Green far surpassed expectations.

“The Tulane community came together to support the institution they love,” said Jenny Nathan Simoneaux, director of annual giving campaigns. “Surpassing our goal in this first year is truly remarkable and shows the overwhelming generosity of the Tulane community.”

Excitement grew throughout the day on Tulane’s uptown and downtown campuses at organized events. The day culminated with a final push at the Tulane vs. LSU baseball game, with the Green Wave getting the win. Those who could not participate in person helped make Give Green a success through texting, email, phone calls and social media posts.

The day was remarkable both for the breadth of support offered to so many areas of the university as well as for the wide swath of Tulanians, including first-time donors, young alumni, current students and parents who were inspired to make gifts.