

## [A day for the audacious](#)

April 17, 2018 12:00 PM New Wave staff  
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Tulane University's first-ever 24-hour giving day kicks off today, challenging the global Tulane community to ["Give Green."](#) The excitement began at 12:01 a.m. on Wednesday, April 18, and ends at midnight.

"This is an opportunity for alumni, parents and friends everywhere to celebrate Tulane," said President Michael A. Fitts. "We are asking all Tulanians, whether young or young-at-heart, both near and far, to demonstrate your love for Tulane and commitment to our bold future."

"Give Green: A Day for the Audacious" offers a powerful opportunity for Tulane supporters to increase the size and impact of their gifts. To celebrate Give Green, generous donors have pledged matching funds for every gift made to Tulane today.

The giving day is just one element of the most ambitious campaign in university history, “Only the Audacious,” which launched on Dec. 8, 2017.

Tulanians are encouraged to follow the action on Facebook, Twitter and Instagram through #GiveGreenTU and monitor the live progress by visiting [givegreen.tulane.edu](http://givegreen.tulane.edu). Supporters are urged to check back often throughout the day for surprise challenges that will give schools and units additional opportunities to compete for matching funds.

Enthusiasm will amplify throughout the day, both on campus and on social media. In the Lavin-Bernick Center, and at other uptown and downtown locations, an organized “Green Central Station” will be serving coffee and doughnuts in the morning and handing out Tulane swag during the day.

Digital leaders known as #GiveGreenTU Ambassadors will connect the worldwide Tulane community by sharing messages by text, phone and social media before and during the event.

Gifts to the Tulane Fund support scholarships, academics, research and all the experiences that make Tulane unique.

Give Green will demonstrate how powerful Tulane supporters can be when they unite to move the university forward. “When we come together, we can achieve great things,” said Fitts. “This is a great opportunity for us to celebrate our donors and for our donors to celebrate their collective impact and everything their gifts make possible at Tulane.”

[Visit here to give.](#)