

## **Today is Give Green: A Day for the Audacious**

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Tuesday's Give Green fundraising event brings together the university's supporters with matching challenges and other incentives. The event continues until 11:59 p.m. tonight. (Photo by Jennifer Zdon)

The big day is here. The second annual Give Green: A Day for the Audacious, a universitywide 24-hour giving effort, began Tuesday, March 19, at 12 a.m. and ends tonight at 11:59 p.m.

"Tulane has the most passionate supporters in the world, and Give Green is an opportunity to build that enthusiasm and positive energy into something truly audacious," said Tulane President Mike Fitts.

The inaugural Give Green in April 2018 smashed all expectations, raising nearly half a million dollars from more than 1,900 donors. This year promises to be even bigger.

“It’s exciting to expand upon the success of last year’s Give Green with even more opportunities for your gifts to go further and make even more of an impact,” said Jenny Nathan Simoneaux, senior director of annual giving campaigns.

The exciting event features bigger and better [matching challenges](#) from generous donors. On this special day, Tulane Fund supporters will be able to double their impact through matching gifts and fun challenges. There are challenges geared to [first-time donors](#), for parents, for students, and for various schools and units. Current students have added incentive: Making a Give Green gift enters them to win a pair of Jazz Fest tickets.

The [Big Green Grand Prize](#), generously sponsored by the Hertz family, awards schools and units bonus funds for the highest number of gifts. Schools and units are divided into three groups based on the sizes of their historical donor bases.

The Give Green celebration will be happening throughout the day across Tulane. There will be [events](#) at “Green Central Station” – with main locations uptown (at McAlister Place in front of the Berger Family Lawn) and downtown (at 1555 Poydras St., Bowers Auditorium Lobby), plus at satellite locations within many of the schools. At McAlister Place, iced coffee and doughnuts will be served from 8:30 a.m. to 11 a.m., Newcomb College Institute will sponsor a glitter buffet from 11 a.m. to 3 p.m., and Plum Street Snoballs will be on hand from 11:30 to 1:30 p.m.

Tulanians can get updates throughout the day or make a gift online at [givegreen.tulane.edu](http://givegreen.tulane.edu), and they can follow the action [on Facebook](#).

To culminate what is certain to be an electrifying day to honor Tulane, The Give Green Celebration at McAlister Plaza and McAlister Auditorium, co-sponsored by the Office of Alumni Relations, is open from 5 to 7 p.m. to anyone who participated in Give Green.

Gifts to the Tulane Fund support scholarships, academics, research and many other aspects of the unique Tulane experience. “This will be a wonderful 24 hours to celebrate the Tulane community,” Simoneaux said. “Gifts of any size can make a huge impact to support what we love about Tulane.”

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