

Marywood
UNIVERSITY

GIVING
DAY
3.25

A lifetime of impact

#MUGiveOpportunity | marywood.edu/giving-day

OVERVIEW

Marywood’s Annual **Giving Day** is a 24-hour ‘Day of Giving’ campaign that unites members of the Marywood community such as alumni, parents, students, faculty, and staff. Our collective efforts during these 24 hours make students’ dreams a reality and support the future of Marywood.

MARCH 25TH, 2026

CONTENTS

Ways to make a gift	2
Sample Email: Leading up to the event	3
Sample Email: Day Of (March 25th)	4
Sample Text Messaging	5
Sample Social Media Posts	6
Frequently Asked Questions	7

GIVING DAY OPPORTUNITIES

HOW YOU CAN GIVE MORE OPPORTUNITIES:

- **Inspire others** to participate in Giving Day 2026!
- **Invite others** to join you in making a difference for Marywood students
- **RSVP and share our Facebook Event** with your friends: Giving Day 2026 Facebook Event page
- **Add the event to your Google Calendar** and invite your friends: Giving Day 2026 Google Calendar Invite
- **Share social media posts and giving updates** throughout the day (space it out to maximize reach)
- **Remind others – do something personal** – an email, text, in person or via the “Leave a note” tab in our Giving Day page – you can use this tab to interact with others and create excitement about Giving Day or a specific project.
- **Use the social media share buttons** from our giving page (top right corner) to invite others to make a gift during Giving Day 2026.
- **Watch and support new Giving Day challenges** released throughout the day. Follow the progress of your favorite projects and help them reach their goals.
- **Make a gift** directed to the project(s) near and dear to you and encourage others to do the same!

WAYS TO MAKE A GIFT

PAY ONLINE:

Credit Card
PayPal
Apple Pay
Google Pay
Venmo



- Go online at marywood.edu/givingday.
- You can also use the QR code provided, text **26MARYWOOD** to **71777**
- Call the Office of University Advancement at **570-348-6238**.

STOCK GIFTS:

Please notify the Office of University Advancement at development@marywood.edu if you initiate a stock transfer for Giving Day.

CHECK:

Mail a check dated for 3/25/26 to the address below or stop by Maria Hall. Please include your gift designation and "Giving Day 2026" in the memo line.

Marywood University
Office of University Advancement
2300 Adams Avenue
Scranton, PA 18509

5679

DATE 3/25/26

PAY TO THE ORDER OF Marywood University \$ 500.00

Five Hundred $\frac{00}{100}$ DOLLARS

MEMO Giving Day 2026 Peter Gibbs

⑈325760408⑈ 003192⑈ 0583 42

SAMPLE EMAIL: LEADING UP TO THE EVENT

From: exampleemail@emailprovider.com

To: exampleemail@emailprovider.com

Get ready for Giving Day 2026!



Hello!

In just **[00]** days, members of the Marywood community will come together once again for Giving Day 2026. Giving Day is a 24-hour 'Day of Giving' campaign that empowers Marywood students through support of scholarships, music, art, athletic, student experiences, and so much more.

When: **Wednesday, March 25, 2026**

HOW YOU CAN GIVE MORE OPPORTUNITIES ON GIVING DAY 2026:

- Join the **[Facebook Event](#)** – It doesn't matter where you will be on 3.25.2026 – you can participate from anywhere around the world! RSVP and make sure you share the event with your friends and family.
- Add the event to your **[Google Calendar](#)** and invite others to mark their calendars.
- Volunteer and inspire others to join YOU on Giving Day 2026. Spread Marywood cheer on social media.
- Offer a Giving Day Challenge Gift. Challenges encourage others to participate and unlock additional funds to support your favorite project(s).

For more information about Giving Day 2026, volunteer opportunities and challenge gifts, visit **www.marywood.edu/givingday** or email **development@marywood.edu**. I hope you can join me!

YOUR SIGNATURE

SAMPLE EMAIL: DAY OF (MARCH 25TH)

From: exampleemail@emailprovider.com

To: exampleemail@emailprovider.com

Today is the day! It's Giving Day 2026!



Hello!

Today is the day! It's Giving Day 2026! Our collective efforts during these 24 hours make Marywood students' dreams a reality. Help us Give More Opportunities for Marywood! Here is how YOU can make YOUR impact today:

- Inspire others to join YOU today. Just like I'm reaching out to you, reach out to other fellow Pacers and people in your network and ask if they can support Giving Day by making a gift today!
- Watch and support new Giving Day challenges released throughout the day - you can encourage participation to help us unlock special gifts.
- Follow the progress of your favorite project(s) and help them reach their goals.
- Support your favorite project(s) by making a gift today:

Go online at marywood.edu/givingday

Call 570-348-6238

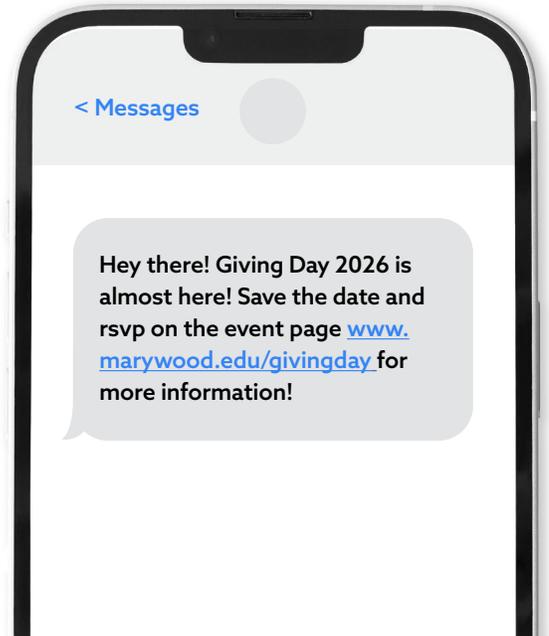
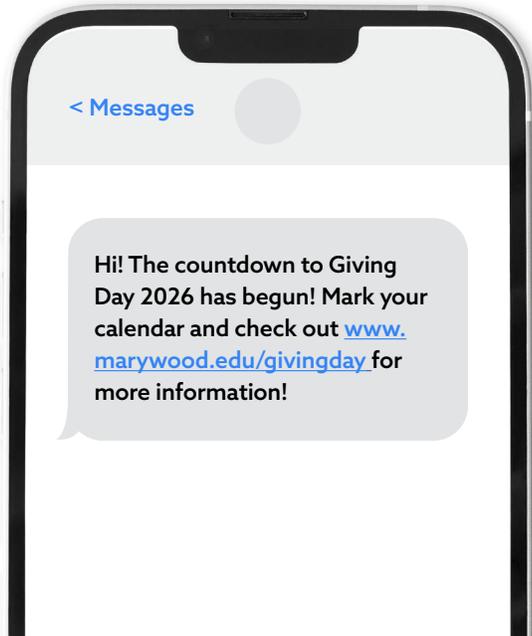
Text 26MARYWOOD to 71777

I hope I can count on you to join me in participating in Giving Day 2026. Together, we can Give More Opportunities!

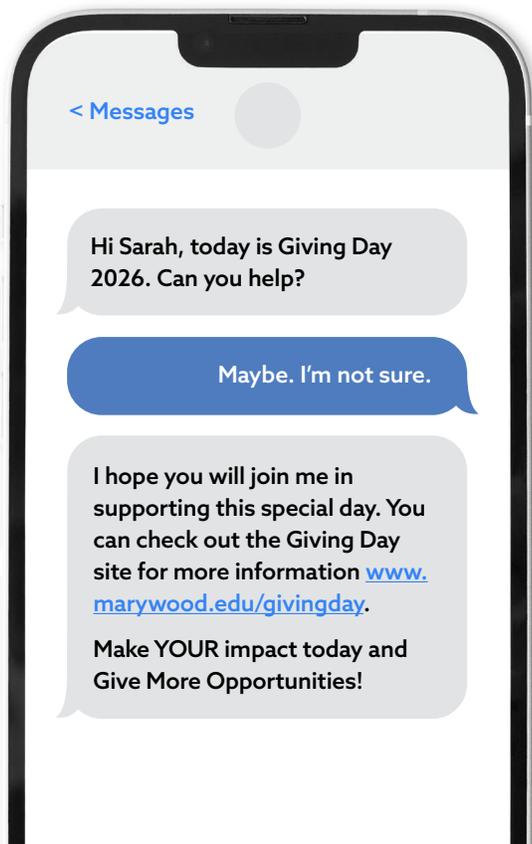
YOUR SIGNATURE

TEXT MESSAGES

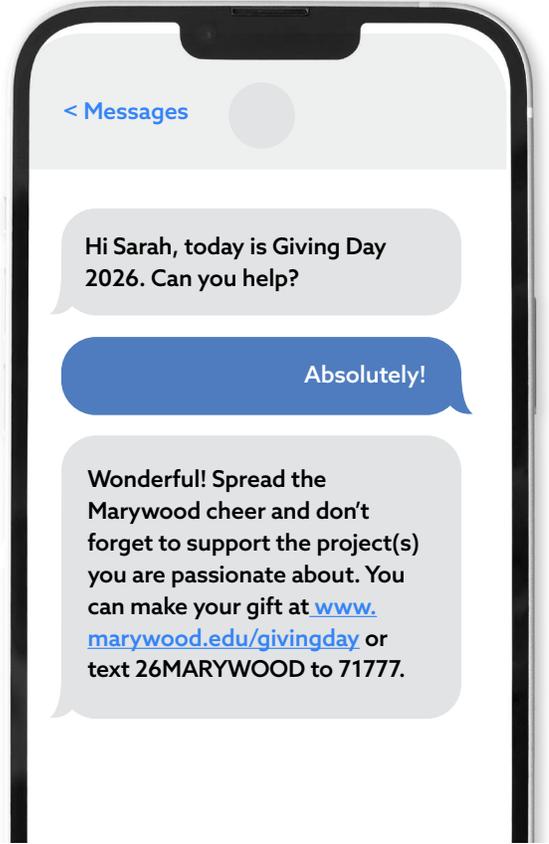
LEADING UP TO GIVING DAY:



ON GIVING DAY: NO REPLY



ON GIVING DAY: YES REPLY



SOCIAL MEDIA

For all Facebook, X, Instagram, and Snapchat Messages don't forget to use the hashtag: **#MUGiveOpportunity**



Use Giving day creative with the following captions (example above):

Giving Day 2026 is on 3.25.26. Join the Facebook Event: bit.ly/3Nz7Bao, RSVP and share with others!

Giving Day 2026 is almost here! Only a few days until we come together to make a difference. Visit www.marywood.edu/givingday.

Giving Day 2026 is almost here! Only a few days until we come together to make a difference. Visit www.marywood.edu/givingday.

NOTE: links cannot be shared on Instagram

Use on Giving Day (3/25/26) ONLY:

Today is Giving Day at Marywood!
Any amount given makes a difference. Support your favorite project(s) at www.marywood.edu/givingday.

I supported Marywood Giving Day 2026!
You too can give back to help others move forward. Your gift of any amount, allows students to experience the beauty of a Marywood education. Make a gift at www.marywood.edu/givingday, or text **26MARYWOOD** to **71777**.

Participate in Giving Day 2026!
I gave **[IF COMFORTABLE, ADD YOUR DONATION AMOUNT HERE]** in support of **[PROJECT]**. You can make your impact too by supporting the area(s) near and dear to YOU. Make your gift at www.marywood.edu/givingday and encourage others to do the same!

Help your favorite project(s) reach their goals during Giving Day 2026. A gift of any amount makes a difference! Donate to the area(s) that are near and dear to YOU, visit www.marywood.edu/givingday, or text **26MARYWOOD** to **71777**.

Will gifts from different time zones count for Giving Day?

Yes, gifts made on March 25 by donors who live in other areas of the country or world will count toward our Giving Day dollar and participation goals. Any time-based challenges follow Eastern Daylight Time.

May I make two gifts that could count for different time-based challenges?

Yes, donors may make two gifts to participate in any time-based challenges. However, there is no need to give multiple times to participate in the 24-hour challenges, though multiple gifts are appreciated.

Will my gift also count toward my class gift goals?

Yes, all gifts made on Giving Day will also be counted toward reunion and class gift goals/challenge gifts.

Does my gift to ____ designation count for ____ challenge?

Yes, all gifts to all designations are eligible to count toward challenge goals.

