TALKING POINTS FOR BIG ORANGE GIVE 2018

What is Big Orange Give? When is it happening?
Big Orange Give is UT’s day of giving and takes place on Wednesday, Nov. 14. (This is the sixth year.)

How can one be involved with the Big Orange Give?
Big Orange Give is an opportunity for alumni, friends, parents, students, faculty, staff, and fans to be proud, be involved, and be invested in the University of Tennessee by giving a gift of any size on Wednesday, Nov. 14.

What is the goal for Big Orange Give?
The goal is to raise $2 million in 24 hours. (Last year nearly $1.5 million was raised.)

Where can you go to donate?
The website is http://bigorangegive.utk.edu.

Where will the donations go?
Gifts can be designated to any area of campus, which allows donors the ability to impact the areas of campus that they are most passionate about. Student scholarships are a popular choice, which makes a huge impact for our students.

Does the size of the gift matter?
No, any size gift will make an impact. Last year, 66% of gifts made during Big Orange Give were $100 or less.

How does Big Orange Give Impact Students?
Jim and Judi Herbert challenged the UT community to raise $500,000 last year during Big Orange Give. In return, they promised to give $500,000 to the UT Writing Center. The community exceeded the goal, and the Herbert’s gift has revolutionized writing instruction at UT. The Herber’s gift has helped start an undergraduate tutoring program as well as allow the center to offer more targeted help to first-year students.

During the 2016 Big Orange give, student Peyton Miller benefited from the fundraising day, which allowed her to purchase all the paint and supplies she needed to create amazing, original designs on the Rock prior to each home football game.

Will there be any matching funds?
Charlie and Moll Anderson have challenged the Volunteer family to raise $1.5 million and they will give $500,000 to get us to $2 million along with several other specific matches from other donors including the UT Knoxville Alumni Board of Directors and other members of the Volunteer family. To find out more about all the matches and challenges happening during Big Orange Give, check out bigorangegive.utk.edu.

How much money has been raised as part of the Big Orange Give Day?
During the past 5 years of Big Orange Give, $5.44 million has been raised.