

See, Jon S

To: Ritter, Pamela Sue; Whitt, Mitzi Marcella
Cc: seejs1@etsu.edu
Subject: FlatBucky Needs You!

Importance: High

This is email EM3.1, addressed to all students coming “from” the VP for Advancement using the ETSU mail system the day before DoG.

Link to the video needs to be updated.

Jon

Dear ETSU Students,

For the past several years, I have held Days of Giving to rally support for ETSU and our students. We’ve been pretty successful. Last year, we raised 1,056 gifts totaling over \$320,000. We aim to do even better this year (April 18-19, 2023). Check out our [Day of Giving video](#), featuring the Marching Bucs!

Why do we ask for donations? We do this because the costs of education exceed the amount charged for tuition, so the State, research, and philanthropy combine to cover the gap.

Why do we ask students for donations? We understand many students aren’t in a position to help financially now, but we hope all students would be willing to advocate for ETSU among their families and networks. You can use resources found [here](#), share with #ETSUDayofGiving, and follow @AdvanceETSU on Facebook and Insta. For those who *can* give, it’s not the *amount*, but your *participation* that’s important. Gifts totaling \$25 or more can qualify you for recognition when you graduate, in the form of a gold giving cord you can wear during commencement. *If you are able*, I’m asking you to make a gift at etsu.edu/give.

You will get to choose the ETSU area(s) that receive your donation. A few areas to consider:

- [Bucky’s Food Pantry](#) – addresses food insecurity for the *whole* ETSU family.
- [Buccaneer Student Crisis Fund](#) – provides financial assistance to those who experience an unexpected loss or hardship affecting their ability to remain at ETSU.
- [Noland Family First-Generation Scholarship Endowment](#) – helps provide new opportunities and life-changing experiences for low-income students who are the first in their families to attend college. Created by donors from the community in recognition of President Brian Noland’s and First Lady Donna Noland’s first decade of service to East Tennessee State University, the scholarship honors the Nolands’ belief in the transformative power of higher education.

Thanks and Go (Marching) Bucs!

A stylized, handwritten signature in black ink that reads "Bucky". The signature is fluid and cursive, with a small heart symbol at the end of the word.

P.S. You can make your gift at etsu.edu/give and help the university and fellow students stay ETSU Strong!

