March 27th, 2018

Hi everyone,

Today is the Longwood Day of Giving!  Please help us spread the word by sharing posts from our [Communication Studies Facebook page](https://www.facebook.com/LongwoodComm/?ref=bookmarks) or by challenging your friends to match your gift on our [Love your Longwood Day of Giving Communication Studies donation site](http://gvcmp.us/mvc8ob).   **Your support, in whatever form it takes, is always deeply appreciated.**

Want to know more?  Check out this news story written by freshman Caitlin Sullivan as part of her Introduction to Media Writing class (way to go Caitlin!).

**A day of giving at Longwood University**

By Caitlin A. Sullivan

FARMVILLE – Longwood University will host its third annualLove Your Longwood Day, a 24-hour social media-driven campaign to raise money, March 27.

Katherine Bulifant, the director of annual giving at Longwood, said the purpose of the event is to engage a large amount of people who are willing to donate to the university. Each donor will be able to pick the exact organization that their money will go to.

“It is an opportunity for any constituent of the university to give back to an area that they feel passionate about,” Bulifant said.

Throughout the day, many Longwood affiliated organizations will be reaching out through social media and encouraging people to donate to their specific fund.

Bulifant said that any size donation is appreciated because the day is about the amount of participation and not how much money is given.

“This day is not to encourage large gifts to the university, it is to engage a large population,” she said. “We just want everybody to know it’s not about the size gift that you are giving, it is just about the fact that you are giving back to something you believe in.”

This year, Longwood is urging their students to play a bigger role in the Day of Giving. Students will receive emails about the event and there will be many advertisements around campus to motivate them to donate.

“We are incorporating our students more this year than we have ever before,” she said.

Bulifant believes that everyone including the faculty, staff and students of Longwood can benefit from this campaign.

“It all affects the institution in the end,” Bulifant said. “And when I say the institution I mean everybody here.”

**Naomi Johnson, PhD**

Chair, [Communication Studies](http://www.longwood.edu/commstudies/)

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