



What is it?

40 Hours for the Forty Acres is a new and exciting giving campaign designed to involve students and alumni in supporting the Forty Acres.

When is it?

The campaign will kick off on **April 3, 2014 at 12:40 am** and end on **April 4, 2014 at 4:40 pm**.

Why?

This event supports an important Presidential initiative to involve all alumni during the last year of the historic Campaign for Texas.

What's the goal?

The goal this year is to raise **\$40,000 in 40 hours** with at least 400 student donors participating. 40 for Forty will also serve as a tradition for building a culture of philanthropy through an innovative and exciting campaign.

How will it work?

40 for Forty will be a **multi-channel fundraising effort** including email, phone, social media, and a student event. These will combine to make an impact that every Longhorn can be proud of.

“Higher education is increasingly dependent on philanthropy. Only through philanthropy will we be able to realize our founders’ vision for national and world-class greatness.”

President Bill Powers



#40for40

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