



University Advancement Committee  
Tuesday, October 10, 2023  
12:00 pm

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**Discussion Item**

UAC- 3      Spartans Give/Believe in the G

**Background Information**

Vice Chancellor for University Advancement Beth Fischer will introduce Advancement Communications team members Sam Logan, Senior Director of Digital Strategy, and Arjanai Miller, Assistant Director of Digital Philanthropy. Arjanai and Sam will discuss our new annual giving initiative, [Spartans Give](#), which is designed to empower campus partners to fundraise and build a culture of philanthropy across campus. They will also discuss [Believe in the G 2024](#), UNCG's upcoming annual day of giving.

A handwritten signature in blue ink that reads "Beth Fischer".

Beth Fischer  
Vice Chancellor for University Advancement