



GIVING DAY 2026

Guide for Giving Day Champions

Help WMU raise more, connect more, and do more for students!

Western Michigan University's annual Giving Day will take place on **Wednesday, March 25, 2026**. Join the thousands of alumni, faculty, staff, students and friends who give generously in support of current and future Broncos, through the power of collective giving.

You can help create the momentum needed for a successful day by **becoming a Champion**.

Sign up to inspire others to give by utilizing our Giving Day page to fundraise via your social networks and share why you give to WMU. What campus priorities are important to you? Why are you giving to support golden opportunities for students?

[Check out the Giving Day website.](#)

Here's how you can help as a Giving Day Champion:

1. **Create Your Account** 
 - a. We want to celebrate all the amazing support you bring in — and the only way we can track it is if you're logged in!



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- b. Before Giving Day, click **Become an Advocate** on the campaign page and set up your account.
2. **Make Your Gift** 🎁
 - a. Lead by example and give early!
 - b. As soon as Giving Day goes live, make your gift to show your Bronco pride. Your support inspires others to give.
 - c. Want to amplify your impact? Consider offering a **match or challenge** to rally your classmates, friends or favorite area on campus.
3. **Share Your Golden Ticket** 🎟️
 - a. After you give, spread the word!
 - b. Use your personalized link to invite family, friends or fellow alumni to support WMU. Every share helps unlock more opportunities for students.
 - c. Check out the **Giving Day Toolkit** for ready-to-use graphics, captions and emails.
 - d. Feeling creative? Share a quick video or message about why you support WMU!

Need help choosing the right area to support?

The Fund for Western

Gifts to the Fund for Western help the university close funding gaps and enhance the student experience at WMU. This fund is a vital resource that allows WMU to funnel donor support into the University's most urgent priorities, including scholarships, upgrades to equipment and technology, and various opportunities that enrich the educational experience and lead to brighter futures.



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College and Unit funds

There are many funds across the university, including one for each college and campus unit. These funds provide immediate financial support when deans and directors need it most. Annual funds are critical to WMU achieving its vision of empowering every person to grow, thrive, and belong "so that all may learn."

Scholarships

You can change lives by fundraising for undergraduate scholarships, graduate fellowships, and professional school scholarships, which help keep a WMU education within reach for today's students.

Make a gift on Giving Day

Give online at the WMU Giving Day website, givingday.wmualumni.org.

By Check. Gifts made via check for Giving Day, must be received by 5:00 p.m. ET on Giving Day, Wednesday, March 25, 2026 in order to be included in Giving Day totals. Please write "WMU Giving Day" on the memo line of your check and mail to.

WMU Foundation
Attn: Gift Processing
1903 W Michigan Ave
Kalamazoo MI 49007-5403



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Giving Day will feature lots of promotion from University Advancement, colleges, and units. But **there's nothing more powerful than peer outreach** among Bronco alumni communities.

Thank you for your support!