

UNIVERSITY ADVANCEMENT

The Division of (<https://twu.edu/advancement/>) University Advancement (<https://twu.edu/advancement/>), in collaboration with the Texas Woman's University Foundation, serves the institution by creating awareness and building and strengthening relationships with a wide range of constituencies that encourage and generate investment in and support of Texas Woman's, its mission, programs, research, and initiatives.

University Advancement includes alumni engagement, development, communications, and advancement services for the university's three campuses. The division's services incorporate gift management and reporting, fundraising, strategic donor and alumni communications, events, business services, and operations.

University Advancement coordinates the Senior Giving Challenge — an initiative available to students during the semester leading up to their graduation. This annual challenge encourages students to give back to the university through a financial contribution. Students who donate an amount equal to or greater than their graduation year (for example, 2024 and 2025 graduates would donate \$20.24 or \$20.25) will receive a legacy cord to wear during their commencement ceremony.

The Division of University Advancement is located on the Denton campus at 1605 N. Bell Ave. Questions may be directed to advancement@twu.edu or (940) 898-3863.