

## Key Messages:

- Give BIG Day, a new annual 24-hour giving campaign, will be held this year on September 16.
- Be a part of a brand-new Baylor tradition: Give BIG Day is September 16!
- We are launching this new initiative in celebration of Baylor College of Medicine's 125th anniversary.
- September 16 is your chance to be part of Baylor's first Give BIG Day.
- Give BIG Day will be one of our most important fundraisers of the year! Our Baylor community will come together on this one day to raise funds in support of patient care, research, education, community—and a healthier world.
- We are celebrating you, the donor, who makes everything here possible, and the values important to you when it comes to the future of healthcare.
- This is a chance to help show that Baylor is a place where health, innovation and life-changing care flourish.
- You can give at [BCM.edu/GiveBigDay](https://bcm.edu/GiveBigDay)
- During Give BIG Day, support Baylor values and mission areas that matter most to you.
- Give BIG Day is all about uniting with the entire Baylor community—from students preparing to shape the future of medicine, to world-class physicians and researchers, experts in their field.
- This is an opportunity to show that, together, we are greater than our individual selves.
- You can show your values by making a gift as part of Give BIG Day. Support our shared mission to improve patient care, fuel groundbreaking research, ignite world-class education and strengthen the well-being of our community.
- Gifts from our alumni, students, parents, patients, faculty, staff and friends play a vital role in the life-changing work that happens every day at Baylor.
- Give BIG Day will empower us to continue striving for a healthier future—starting with improved patient care, groundbreaking research, world-class education and a healthier, thriving community.
- You can help advance lifesaving research that moves from our labs to patients' bedsides. Tomorrow's medicine begins today. Be a part of it!