

Subject: Preview: Glow All In for CoJMC

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From: College of Journalism and Mass Communications

To: Hilary Butler

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NEBRASKA ALUMNI ASSOCIATION



Glow Big Red is almost here! Will you make the difference?

[Glow Big Red — 24 Hours of Husker Giving](#) is almost here – and the College of Journalism and Mass Communications is counting on you.

From noon to noon on Feb. 16 to Feb. 17, we're celebrating our campus and the people who make the University of Nebraska–Lincoln special.

This year, we're focusing our efforts on [student scholarships and experiences](#) during Glow Big Red. Gifts to Student Scholarships will ensure more students can afford to realize their dreams at Nebraska. Gifts to the Student Experience Fund support students engaging in hands-on learning opportunities like the [Experience Lab](#).

BCom Solutions has issued a challenge to support the Student Experience Fund. All gifts will be matched dollar-for-dollar up to \$2,500!

In addition, our own Rick Alloway has issued a challenge to support 90.3 KRNU. If we get 30

gifts to KRNU by the end of Glow Big Red, Rick will throw in an extra \$500!

How can you show your support during Glow Big Red?

- **Give:** Make a gift of \$5 or more to support students and areas of campus close to your heart! Help us reach our campus goal of 4,500 gifts!
- **Glow:** Make your room, home or business GLOW to let your Husker pride shine!
- **Share:** Use the hashtag #GlowBigRed to share your support and Big Red story on social media!

We know you'll help us make Glow Big Red a huge success. Make your gift ahead of time at glowbigred.unl.edu and still have it count toward our big day.

Let's Glow All In for Glow Big Red, Huskers!

P.S. Make a gift of \$60 or more, and we'll send you a **cozy, exclusive Husker blanket!** The perfect companion for a cold winter.



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