

# SWOSU Facing Northwestern in #GivingTuesday Challenge

10.24.2017

Southwestern Oklahoma State University in Weatherford is once again participating in the international social media day of charity, #GivingTuesday.

This year SWOSU is competing against historic rival Northwestern Oklahoma State University in Alva to see which institution's alumni, emeriti and friends will make the most private gifts to support student scholarships and grants.

"Of course, we want to beat Northwestern," said SWOSU President Dr. Randy L. Beutler. "More importantly, we want to provide our students with the scholarships and grants that will permit them to achieve the highest levels of excellence. I'm asking for each and every friend of our university to make a #GivingTuesday donation today. Help give the Bulldogs a victory over the Rangers!"

A special #GivingTuesday video message from Beutler and NWOSU President Dr. Janet Cunningham may be viewed at [www.SWOSUGivingTuesday.com](http://www.SWOSUGivingTuesday.com).

Those who choose to give to SWOSU during the #GivingTuesday campaign are encouraged to follow the social media accounts of the SWOSU Foundation & Alumni Association to stay informed on the progress made leading up to the big day on November 28.

While the #GivingTuesday campaign is globally recognized on the Tuesday following Thanksgiving, the #GivingTuesday competition between SWOSU and Northwestern is underway now and runs until midnight on December 5.

The SWOSU Foundation & Alumni Association social media accounts are:

Facebook: [www.facebook.com/swosufoundationandalumni/](http://www.facebook.com/swosufoundationandalumni/)

Twitter: [www.twitter.com/SWOSUAlumni](http://www.twitter.com/SWOSUAlumni)

Instagram: [www.instagram.com/swosualumni/](http://www.instagram.com/swosualumni/)

LinkedIn: [www.linkedin.com/in/swosufoundationandalumni/](http://www.linkedin.com/in/swosufoundationandalumni/)

## How to Give:

Gifts to SWOSU for #GivingTuesday may be made in any of the following ways:

1. Visit [www.GiveToSWOSU.com](http://www.GiveToSWOSU.com) and make a gift online using direct debit from a bank account or using a VISA or MasterCard. Donors can make gifts in memory or in honor of individuals; can designate gifts for certain SWOSU academic departments or athletic teams; or can even make pledged gifts to pay out over time or set up recurring gifts paid on a monthly basis. Please note that the gift is for #GivingTuesday in the appropriate section.
2. Mail a personal check payable to "SWOSU Foundation" to:  
*SWOSU Foundation*  
*100 Campus Drive*  
*Weatherford, OK 73096*

Please write “#GivingTuesday” in the memorandum line of the check; any specific designation of the gift for a particular SWOSU department can also be noted in the memorandum.

3. Call the SWOSU Foundation at 580-774-3267 to make a gift over the telephone with a VISA or MasterCard.

Coordinating SWOSU’s participating in #GivingTuesday is the SWOSU Foundation, Inc. The SWOSU Foundation was established in 1977 to promote philanthropy and distribute funds to support the activities and programs of SWOSU. Located on the Weatherford campus in the historic Burton House, the Foundation currently stewards over \$22 million in assets for the benefit of SWOSU. For more information, please call 580-774-3267 or visit [www.SWOSUFoundation.com](http://www.SWOSUFoundation.com).

#GivingTuesday is a global day of giving that harnesses the potential of social media as well as the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. It kicks off the holiday giving season and inspires people to collaborate in improving their local communities by giving back in impactful ways to the charities and causes they support.