



#iBackApp is a 24-hour fundraiser celebrating Appalachian State University through which we appeal to our alumni, students, and parents to contribute directly to the Appalachian Fund.

Appalachian State communities will come together for three tasks:

- Donations of any size to support the Appalachian Fund.
- Celebrate the community by wearing black and gold.
- On your social media, spread the word using #iBackAPP.

Gifts to the Appalachian Fund are crucial to the operation of the university and a sure way of knowing that your donations are being put to good use. The Appalachian Fund can be used immediately for areas in critical need, supplying students with the supplies, support, and technology they need to succeed while allowing university initiatives to thrive and grow in order to support the learning environment.

Of 132,000 Appalachian State University alumni, only 7% donate annually. So, we need your social media support to reach thoughts that have lost connection with their university. Appalachian State University and the Appalachian Alumni Association have a broad reach on social media but can neither be everywhere nor share the day-to-day experiences of our students.

Together, we back APP this April 19, 2019, as we attempt to beat last year's donations of \$177,745 from 2,508 donors (which was 1,000 participants more than the goal of 2,400) with the goal of raising \$200,000 from 2,700 donors.

To achieve this, we will need your support and donations of any amount. Motivate #iBackAPP by sharing a message of support, a story, or why you love AppState from April 16th to 19th, 2019, on your social media to create awareness of the cause and promote a community of which you want to be a part.