

DIVISION OF UNIVERSITY ADVANCEMENT AND ALUMNI ENGAGEMENT

The Division of (<https://twu.edu/advancement/>) University Advancement and Alumni Engagement (<https://twu.edu/advancement/>), in collaboration with the TWU Foundation, strengthens the university system by building relationships and generating support for Texas Woman's mission, programs, research, and strategic initiatives.

University Advancement offers a comprehensive suite of services, including fundraising, gift management and reporting, donor and alumni communications, event planning, and business operations. The team fosters meaningful engagement with a wide range of constituents — students, alumni, donors, and community members — to cultivate long-term investment in TWU's future.

The Office of Alumni Engagement leads efforts to connect and serve all TWU graduates. The team coordinates alumni chapters, hosts events and activities, and provides opportunities for alumni to stay involved in the life of the university.

Launched during Homecoming 2025, the TWU Alumni Association (<http://twu.edu/alumni/>) is the official alumni association of Texas Woman's University. All former students are automatically members of this reimagined and highly inclusive organization — a reflection of the vital role alumni play in the university's identity and future. More information about the Alumni Association will be shared as it develops.

Signature initiatives include the *Senior Giving Challenge*, which invites graduating students to support TWU through a symbolic financial contribution. Those who give an amount equal to their graduation year (e.g., \$20.25 for the Class of 2025) receive a legacy cord to wear during commencement.

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