Pass it Back Day
Goal of The Association of Former Students

Raise gifts from 1,876 donors in one day!
Pass It Back Day is a 24 hour day of giving to show the power of the Aggie Network! During Pass it Back Day, Aggies join together to celebrate what it means to be an Aggie, and to remember that our experiences were made possible by other Aggies, providing leadership and financial support.

What do we need from you?
In addition to making your own gift, we need your help to reach more Aggies on Pass It Back Day! Your club, class, constituent network and networks will help us reach Aggies all over the world. To help you in this effort, we have provided a tool kit to brand your social media pages and make sharing easy. Thank you for spreading the Aggie Spirit, and for helping us spread the word about this exciting giving day.

What is included in the tool kit?
Impact stories and graphics social media cover and profile art. All graphics will be available for download at: tx.ag/PIBDgraphics.

On Pass It Back Day
Pass It Back Day will officially kick off on Nov. 19, 2019 with an email to all former students and a concentrated push on social media. You can help!
1. Brand your social media pages. You can find all the graphics for your Facebook and Twitter at tx.ag/PIBDgraphics
2. Make sure to find the PIBD event on Facebook, click “Going,” and share!
3. Make your PIBD gift!
4. After you make your gift, share your own “Thank You” message to your personal account.

Before Pass It Back Day
We hope you take time to build interest and support for Pass It Back Day leading up to Nov. 19, 2019. Identify the people in your club, class, constituent network, and networks who will serve as good social media ambassadors for Pass It Back Day, and invite them to participate! Share this tool kit with them: tx.ag/PIBDgraphics.