“It means so much to have a scholarship here at Marshall University. I am grateful to those who give to the Big Green, as it has given me an opportunity to earn a scholarship. I am blessed and grateful to be here! THANK YOU!”

— Jarrod West
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassador Program FAQs</td>
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<td>Scholarship Cost Breakdown</td>
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<td>Giving110%</td>
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<td>M Club</td>
<td>15</td>
</tr>
<tr>
<td>Big Green Staff</td>
<td>16</td>
</tr>
</tbody>
</table>
What is a Big Green Ambassador?

Ambassadors are Herd fans just like you who are willing to solicit new members and represent Marshall Athletics in a positive way. Specifically, Ambassadors will be asked to:

- be a member of the Big Green
- contact prospective donors
- contact donors they previously solicited who may be able to increase their level of giving or give to the “110% Club”
- refer prospective “Major Gift” donors to BG staff members
- assist the BG staff in maintaining and updating donor records
- abide by all Marshall University, C-USA and NCAA guidelines, rules and regulations

What are the benefits to being an Ambassador?

First and foremost Ambassadors help create educational opportunities for MU student-athletes, as well as receive the following:

- an invitation to events exclusive to Big Green Ambassadors
- Priority Points for those that sign up new and previously referred members
- on-field recognition at a Marshall Football or Men’s Basketball game
- exclusive Ambassador apparel
What if I’m a member of a Big Green Chapter?

Ambassadors are encouraged to be involved with closest, local chapter. Big Green Chapters will continue their great work in recruiting new members through events and building relationships. The Big Green Office will maintain our support by providing resources that will promote growth and provide enthusiasm for our chapters.

What is my first step to become an Ambassador?

Be sure you are a current Big Green member and be ready to start the 2019 Drive for 35 campaign on March 7th! We hope to make this year’s drive even more successful than last year.

How will contributions to the Big Green Annual Fund be used?

The heartbeat of the Big Green is the Big Green Annual Fund (BGAF). The Annual Fund collects the funds that are transferred directly to Marshall Athletics for student-athlete scholarships. Scholarships are the lifeblood of every athletic program in the country. Without the Big Green, no sport would be competitive at Marshall.

Ambassador Drive Point System

New Donor- 5 points
Donor has never given to the Big Green Annual Fund.

Lapsed Donor- 3 points
Donor has lapsed at least one year in membership.

Renewed Donor- 1 point
Donor has renewed his/her membership from the previous year.

Contact Big Green for more information at biggreen@marshall.edu
Scholarship Cost Breakdown

With the primary mission of the Big Green to provide scholarships for our student-athletes it’s important to see exactly what it takes to ensure they receive the education needed to become successful after their time on the playing field is over.

Financing scholarships for our student-athletes will continue to be the biggest challenge facing Marshall Athletics, but with our student-athletes success in the classroom and on the playing field we feel confident we can continue to meet these challenges….especially with your support.

WHAT DOES IT COST TO GO TO MARSHALL UNIVERSITY?

<table>
<thead>
<tr>
<th></th>
<th>IN-STATE</th>
<th>OUT-OF-STATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUITION AND FEES</td>
<td>$8,532</td>
<td>$18,734</td>
</tr>
<tr>
<td>ROOM &amp; BOARD</td>
<td>$10,644</td>
<td>$10,644</td>
</tr>
<tr>
<td>BOOKS &amp; SUPPLIES</td>
<td>$1,100</td>
<td>$1,100</td>
</tr>
<tr>
<td>COST OF ATTENDANCE</td>
<td>$2,100</td>
<td>$2,100</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$22,376</td>
<td>$32,578</td>
</tr>
</tbody>
</table>

*Student-athlete graduation rate as of 2019

*Dollar amounts as of academic year 2019-2020.
MARCH 7TH TO MAY 7TH
Big Green Fundraising Fundamentals

1. Always be positive, enthusiastic, courteous and persistent in your contact.

2. Identify yourself as an Ambassador for the Big Green Scholarship Foundation.

3. Remind each person you contact of our monthly credit card and bank draft payment options through which they can pay their pledge.

4. Verify their mailing address, email and telephone numbers.

5. Inquire about matching grant eligibility through their employer.

6. Be sure to include your name on the pledge cards on the REFERRAL line for new contributors and renewals.

7. All checks for contributions should be made payable to the Big Green Scholarship Foundation, and mailed to:

   Big Green Scholarship Foundation
   P.O. Box 1360
   Huntington, WV 25715

8. We do not establish a donor account with only a pledge. However, invoicing is available upon request. A portion of the pledge must be paid or enrolled in an approved Big Green Payment Plan to be set up as a member in our database.

9. We accept cash, check, American Express, Discover, MasterCard, Visa, matching gifts, gifts-in-kind, and gifts of securities, real estate, insurance, endowments, memorial gifts, and charitable remainder trusts. Keep in mind that if it is not a gift by cash, check, monthly payment, or credit card, a Big Green Staff member will need to be involved in the transaction. All contributions to the Big Green are 80% tax deductible, however we recommend consulting your tax advisor.

2020 BIG GREEN AMBASSADOR MEMBERSHIP DRIVE REWARDS

TEAM GRAND PRIZE
Dinner with select coaches and student-athletes for the first and second place teams.
* You will only qualify if you sign up 5 new/lapsed/renewed donors.

INDIVIDUAL PRIZES
• Most Drive Points
• Most new members signed up.
• Most lapsed members renewed.
• Most renewals obtained.
• Most Drive Points obtained by a Chapter.

PRIZES AVAILABLE
• Exclusive 2-person travel package of donors choice (mutually agreed upon w/ Big Green)
• Big Green at the Greenbrier® Package (1)
• Season sideline passes
• AD’s sky suite invitation for two to the 11/14 game against MTSU.
• Courtside Seats for one home basketball game
• “Coach for a Day” package for one home basketball game.
The Big Green New Member Referral Program gives Big Green supporters an avenue to encourage new donors to join the Big Green and support Marshall University’s student-athletes.

The program also gives current members the opportunity to earn additional priority points by referring friends, family or others to join the Big Green Annual Fund.

To earn the Priority Point award the new member must list the referring member at the time of joining.

**Priority Point Awards** (based on new member’s giving level)

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marco</td>
<td>2</td>
</tr>
<tr>
<td>White</td>
<td>4</td>
</tr>
<tr>
<td>Green</td>
<td>6</td>
</tr>
<tr>
<td>Captains</td>
<td>8</td>
</tr>
<tr>
<td>Leaders</td>
<td>10</td>
</tr>
<tr>
<td>Champions</td>
<td>15</td>
</tr>
<tr>
<td>Scholars</td>
<td>20</td>
</tr>
</tbody>
</table>

**Ambassador Priority Point Bonus**

Ambassadors will earn additional bonus points for each donor they sign up in accordance to the chart below.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marco</td>
<td>1</td>
</tr>
<tr>
<td>White</td>
<td>2</td>
</tr>
<tr>
<td>Green</td>
<td>3</td>
</tr>
<tr>
<td>Captains</td>
<td>4</td>
</tr>
<tr>
<td>Leaders</td>
<td>5</td>
</tr>
<tr>
<td>Champions</td>
<td>6</td>
</tr>
<tr>
<td>Scholars</td>
<td>7</td>
</tr>
</tbody>
</table>

All ambassadors will receive 1 retention bonus point for each donor renewal obtained.

Gift increase bonus points are based on the Giving 110% program. (See Chart page 11)
A PERSON WISHING TO GIVE TO THE BIG GREEN can do so in multiple ways. All donors are unique in their giving, so please don’t hesitate to contact the Big Green with questions at 304.696.4661.

CASH / CHECK / ONLINE CONTRIBUTION
To join the Big Green Annual Fund (BGAF) simply fill out the pledge card and send to:

Big Green Scholarship Foundation
Marshall University
Post Office Box 1360
Huntington, WV 25715
Phone: 304.696.4661
or online at: herdzone.com
biggreen@marshall.edu

DIRECT BANK WITHDRAWAL
Donors wishing to pay their BGAF pledge via a checking or savings account can do so by filling out the Consumer Debit Authorization form (online) and returning it to the Big Green office. Note: A voided check and Annual Fund pledge card must accompany form. Withdrawals are taken during the 5th or 20th of each month.

GIFTS OF STOCK
Donors or their designated financial services provider can transfer funds directly to the Big Green to cover current or other planned gifts or pledges.

MATCHING GIFTS
In many cases donors can apply for a matching gift from their employers that can increase their annual support to the Big Green, and in some cases their associated giving level. Donors wishing to submit a matching gift are encouraged to check the Big Green’s eligibility against their company’s matching gift guidelines and ensure that the matching gift form is returned with their gift.

GIFTS-IN-KIND
The Big Green allows donors that can provide goods and/or professional services that normally would incur a cost to the Department of Athletics to be eligible for credit against their annual pledge to the Big Green. Approval from the Big Green Board of Directors is required before gifts of goods and/or professional services can be accepted.

BEQUESTS
Donors can ensure the financial future of the Big Green by making contributions through wills and bequests. These types of gifts are the ideal way to sustain your family’s name in conjunction with the Big Green and Marshall Athletics.

REAL ESTATE
Substantial tax benefits can exist for gifts of real estate.

LIFE INCOME GIFTS
Charitable gift annuities or charitable trusts can offer an opportunity to make a substantial gift to the Big Green without forfeiting the annual income produced by these assets. You retain income for your life and the life of your spouse. This gift can also be structured to create a substantial tax break over a period of years.
**The funds raised** from the Big Green Scholarship Foundation’s Annual Fund are transferred directly to the Marshall University Athletic Department to defray the cost of student-athlete scholarships.

Over the last five years, our donors have helped raise more than $750,000 by simply increasing their gift by 10%. This staggering number is a testament to the continued support of our loyal annual fund members.

Whether you are joining the Big Green for the first time or renewing your annual gift, we would appeal to you to continue to invest in our student-athletes by increasing your gift by just 10% and truly make a difference.

**110% BENEFITS**

**Weekly Prize Drawings**
All members who increase their annual gift by 10% will automatically be entered into our weekly prize drawings. In the past our members have won items such as exclusive on-field experiences, game worn memorabilia, coaches or team polos and much more.

**ENHANCED PRIORITY POINTS**

<table>
<thead>
<tr>
<th>Annual Fund Gift Amount</th>
<th>Bonus Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60-119</td>
<td>2</td>
</tr>
<tr>
<td>$120-299</td>
<td>4</td>
</tr>
<tr>
<td>$300-599</td>
<td>6</td>
</tr>
<tr>
<td>$600-$1,400</td>
<td>10</td>
</tr>
<tr>
<td>$1,500-$4,999</td>
<td>15</td>
</tr>
<tr>
<td>$5,000 +</td>
<td>20</td>
</tr>
</tbody>
</table>
The Big Green Priority Point System is used to determine rank order for seat allocations for Football and Men’s Basketball season tickets, priority parking and tickets for both post-season and off-campus athletic events (including away football and men’s basketball games). Priority Points are awarded based on financial contributions to the Department of Athletics and to the Big Green Scholarship Foundation.

All contributions that earn priority points are accrued on an annual basis and are re-calculated quarterly.

Types of Contributions

<table>
<thead>
<tr>
<th>Contribution Type</th>
<th>Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Green Annual Fund Gift</td>
<td>1 point for every $100 contributed</td>
</tr>
<tr>
<td>Gift-in-Kind</td>
<td>1 point for every $100 contributed</td>
</tr>
<tr>
<td>Endowed Athletic Scholarship Gifts</td>
<td>1 point for every $100 contributed</td>
</tr>
<tr>
<td>Individual Sport Giving (Restricted*)</td>
<td>1 point for every $200 contributed</td>
</tr>
<tr>
<td>Big Green / Athletic Event Sponsorship</td>
<td>1 point for every $500 contributed</td>
</tr>
<tr>
<td>Herd Athletic Fund</td>
<td>2 points for every $100 contributed</td>
</tr>
</tbody>
</table>

Addional Ways to Earn Points

Lifetime Points
Donor can earn a one-time point award (3 points) if they were a Marshall Letter Winner, full-time or retired employee, Big Green Board of Trustee, Marshall Alumni or a Big Green Chapter Officer or Representative.

Consecutive Years Points
Two points are awarded annually for those donor who give, in consecutive years, to the Big Green Annual Fund.

Sky Suites
Sky Suite holders are awarded points, annually, based on the size of the suite (100, 125 or 250).
## Benefits Chart

<table>
<thead>
<tr>
<th>2020 BIG GREEN GIVING LEVELS &amp; BENEFITS</th>
<th>Marco $60</th>
<th>White $120</th>
<th>Green $300</th>
<th>Captains $600</th>
<th>Leaders $1,500</th>
<th>Champions $5,000</th>
<th>Scholars $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECOGNITION AND COMMUNICATION</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Big Green E-mail</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>HerdPerks - Big Green &quot;Membership&quot; Card</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Program Recognition (See deadlines for program listings)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Thundering Herd Illustrated subscription</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><em><em>TICKETS AND PARKING</em> (OPTION TO PURCHASE THE FOLLOWING)</em>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to purchase Priority Football seating</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Priority Basketball seating</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Priority away game seating for Football &amp; Men's Basketball</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Premium postseason tickets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Men's Basketball Season Parking Pass</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Football Garage Parking Pass</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Football Reserved Maple/BG Lot Parking Pass</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase Football Reserved Parking Pass</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>HOSPITALITY, SPECIAL EVENTS AND AMENITIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligible to use Big Green Discount Program (Herd Perks)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to &quot;Big Green Only&quot; events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special Give-away</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to Athletic Director’s Sky Suite for select home Football game***</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

* For information regarding the eligibility for priority seating please refer to the Big Green Priority seating chart online or in the annual donor guide publication.

** Dates and event location/logistics will be announced later in the calendar year and communicated to all members.

*** Restrictions apply, excludes annual homecoming game.
### 2020 Important Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1</td>
<td>First of four payment dates for 2020 Big Green Annual Fund Pledges</td>
</tr>
<tr>
<td>April 24 &amp; 25</td>
<td>Herdspys and Spring Game Weekend</td>
</tr>
<tr>
<td>May</td>
<td>Coaches Tour begins (Visit herdzone.com for locations, dates and times.)</td>
</tr>
<tr>
<td>May 29-31</td>
<td>Big Green at the Greenbrier</td>
</tr>
<tr>
<td>June 1</td>
<td>Second of four payment dates for 2020 Big Green Annual Fund Pledges.</td>
</tr>
<tr>
<td>July 1</td>
<td>Deadline for inclusion in the football game program</td>
</tr>
<tr>
<td>August 1</td>
<td>All pledges tied to ticketing and parking are due to the Big Green to avoid hold on account, UNLESS enrolled in approved Big Green payment plan.</td>
</tr>
<tr>
<td>August 7</td>
<td>Third of four payment dates for 2020 Big Green Annual Fund Pledges.</td>
</tr>
<tr>
<td>October 1</td>
<td>Big Green Member / Season Ticket Holder Annual Picnic.</td>
</tr>
<tr>
<td>November 14</td>
<td>Fourth of four payment dates for 2020 Big Green Annual Fund Pledges.</td>
</tr>
<tr>
<td>December 31</td>
<td>Last day to make a 2020 Big Green Annual Fund pledge in the 2020 tax year.</td>
</tr>
</tbody>
</table>

**Q: Why should I give to the Big Green?**

**A:** Becoming a member of the Big Green provides the opportunity for more than 350 student-athletes to earn a degree from one of America’s top mid-major universities.

**Q: What does a gift to the Big Green Annual Fund support?**

**A:** Your gift, regardless of size, provides assistance in the form of tuition, fees, meal costs and other educational needs. Contributions to the Big Green can also fund scholarship endowments, capital projects and much more.

**Q: Is my donation to the Big Green tax-deductible?**

**A:** As a general rule it is best that donors consult with their tax advisor before making charitable contributions. However donors have the option to decline Big Green Priority Points, as well as associated benefits with their pledge in an attempt to meet deductibility requirements with tax law changes. Refer to the “check boxes” on all Big Green pledge documentation (2019 and later) or call the Big Green office for more information.

**Q: Are tickets and parking for football and basketball affected by my Big Green Annual Fund pledge?**

**A:** Yes! Seating and parking locations are based on Big Green Annual Fund Pledges. For more information, reference the Priority Seating and Parking Information contained in the donor guide.

**Q: My company offers a matching gift program. Can I apply to my membership in Big Green?**

**A:** Yes, the Big Green accepts matching gifts for membership. Please contact your company’s matching gift officer / department for more information, or donors can provide the forms and guidelines when their pledge is submitted.

**Q: Do I receive any benefits as a Big Green member?**

**A:** Yes! Your HerdPERKS / Big Green membership card provides discounts on dining, golf, retail services and much more from local businesses in the tri-state area.

New offers and discounts are added throughout the year, so don’t forget to visit the “HerdPERKS” tab at herdzone.com.

Admission to special, Big Green members ONLY, events like the Big Green / Season Ticket Holder Cookout in August and a special event for Men’s Basketball in the fall.

These two events are FREE to all Big Green members and have an opportunity to meet our student-athletes, coaches and administration.

---

**Are you receiving the Big Green Email?**

If your answer is “NO”, then you are missing out on:

- Promotions and giveaways
- Schedule of events and updates
- Invitations to special events
- Receive Athletic department announcements before the general public

Don’t be left out! Please see the information on the other side to ensure what’s on file is correct.
THERE ARE 14 REGIONAL CHAPTERS that exist and whose mission is to help grow and promote the mission of the Big Green Scholarship Foundation.

Each chapter has a representative that coordinates everything from a simple game watching party to the fundraising effort in that area.

The Big Green visits these areas on an annual basis through the Big Green Coaches Tour. Check out the map on this page to locate the chapter closest to you.
THE M CLUB IS designed to promote and preserve the friendships and loyalties enjoyed by all former letter winners of Marshall University. The M Club seeks to assist former athletes, coaches, trainers, and managers in remaining actively involved with Thundering Herd athletics. The M Club hosts team reunion weekends, alumni games, Hall of Fame events and recognizes an M Club Member of the Year to celebrate and award those who represent Marshall University with pride, passion and commitment.

Before every home football game, the M Club sponsors a tailgate in the M Club Pavilion located at the southwest corner of Joan C. Edwards Stadium on M Club Drive. The pavilion serves as a place where members and their guests can congregate and socialize with old and new friends who shared the same experience of being an athlete at Marshall University.

A new aspect of the M Club, the M Club Network, was recently established to provide both current and former student-athletes with a network of mentors and career opportunities between all Marshall athletes. The activation of the M Club Network will dramatically improve the experience of our student-athletes, creating vital connection points and resources for them to transition successfully as sons and daughters of Marshall.

How to Join:
For more information about continuing to leave a legacy with Marshall University Athletics and joining the M Club, please visit www.mubiggreen.com, contact the Marshall M Club Office at 304.696.4661 or email biggreen@marshall.edu.

Costs:
Annual $60 - includes all Marco Level Membership Benefits
Brick $150 - commemorative brick outside M Club Pavilion
Endowments - all money donated goes directly into the M Club endowment for scholarships.

Benefits:
• HerdPERKS Membership Card
• Receive the The Thundering Herd Illustrated
• Free admission to M Club Tailgates
• Recognized as a member of the Big Green Annual Fund at the Marco Level
• Game program recognition
• Invitations to exclusive events.

HOW TO JOIN:
For more information about continuing to leave a legacy with Marshall University Athletics and joining the M Club, please visit www.mubiggreen.com, contact the Marshall M Club Office at 304.696.4661 or email biggreen@marshall.edu.
In recent years, several athletic facilities have either been completed or received significant upgrades. These include:

**Newly Constructed Facilities**

- Chris Cline Indoor Athletic Facility*
- Buck Harless Student-Athlete Academic Center*
- Marshall Sports Medicine Institute*
- Chad Pennington Athletic Hall of Fame*
- Hoops Family Field, Veterans Memorial Soccer Complex*
- State-of-the-art center hung scoreboard in the Cam Henderson Center

*All facilities contained inside the Chris Cline Athletic Complex

The project looks to build:

- A state-of-the-art, on-campus baseball facility
- Renovations to Gullickson Hall to provide our student-athletes with an up-to-date practice facility
- A continued emphasis on student-athlete scholarships with the goal of raising our endowment to $10 million
- A statue in honor of Marshall and NBA legend Hal Greer for his accomplishments and life of integrity and courage
- A continued investment in all current athletic facilities

The Herd Rises Campaign, the athletic component of the university’s campaign to raise $150 million dollars, will look to raise the funds necessary to elevate Marshall Athletics to the next level.
As a participant in HerdPERKS, you will:

- Receive a window cling and decal for display at your place of business.
- Be listed on our website (herdzone.com), advertised through our various social media platforms, and promoted in direct mailings and on an insert in the membership items sent to our donors on an annual basis.
- Become a member in the Big Green Annual Fund at the Marco Level which provides a separate set of benefits that include membership items, Big Green Priority Points, recognition in our Football and Basketball game programs, Big Green E-Newsletter, opportunity to purchase priority seating, parking and away game tickets as well as an invitation to special events.

Herd NUTRITION

Created in 2014 to offset the “unlimited meals” aspect of the Full Cost of Attendance allowance for our student-athletes. The program affords student-athletes critical pre - and post - workout nutrition as well as vitamins and supplements they would not otherwise receive. There are designated areas in the Olympic Sports and Jonathan Edward Dunfee weight rooms that have been established to serve our student-athletes. To date, vendors from across the area have contributed more than $100,000 in fruits, vegetables, meals, snacks, supplements and supplies to the more than 380 student-athletes at Marshall.

Herd Motors

Herd MOTORS is the official moniker of the Big Green Courtesy Car Program. Currently, 16 dealers across the Tri-State region provide over 30 vehicles to Marshall Athletics administrators and coaches reducing official travel and recruiting costs and contributing directly to fundraising efforts. Herd Motors also assists the department in attracting and retaining quality personnel. Participating dealers receive Gift–In–Kind credit, ticket privileges for Football and Men’s Basketball, along with recognition for their support. To learn more about how you can participate contact the Big Green office.

Herd NUTRITION

Herd NUTRITION

Members of the Herd Motors program are recognized for their years of service.
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Thank you for making a difference in the lives of our student-athletes.

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