

Marshall University: A University On The Rise



Marshall University Family Campaign

Whether you have been at Marshall for a few months or several years, you may have noticed our university is changing. There is an energy on our campuses and centers that has only grown since our doors opened in 1837. This energy is palpable and can be felt throughout every classroom, research laboratory, athletic game and community event you may experience.

We want to keep this momentum going. And to do that, we need your help.

HOW MARSHALL RISES

As a major component of the Marshall Rises comprehensive campaign, the Family Campaign will give faculty, staff and students the opportunity to make their mark and become a part of something greater than themselves.

We want Marshall University to rise to a level of eminence in the state and across the U.S., and in order to do this, the Family Campaign needs your support in five key areas:

- Enhancing the student experience
- Forming a foundation of research and creative discovery
- Strengthening community partnerships and engagement
- Creating an environment of innovative learning
- Expanding academics and growing our reputation

These five pillars of progress will ensure our students will graduate from one of the nation's most distinguished and dynamic universities. Like any organization looking to better itself, we are reaching out to our front line influencers first. We are asking for 100% participation from our university faculty and staff so that community leaders will see that our work is our passion. Our vision is one that encompasses all of us; supporting Marshall University's commitment to educate tomorrow's leaders is something which ultimately benefits everyone in our region.

THE TIME IS NOW

As the old saying goes, timing is everything. We know the time for Marshall to rise to a new era is now. With plans to build a new business school and baseball stadium underway, it is evident that Marshall is on the brink of something truly extraordinary. However, none of this will be possible without your private support.

As a member of the #MarshallUFamily, we want to invite you to join us in making a difference through our university's Family Campaign.

**Remember, this is not a Foundation campaign.
It is a *Marshall* campaign. *Your* campaign.**

We are all working each day to make Marshall and its students great and this campaign is a part of that impact.

Frequently Asked Questions (FAQs)

Why is Marshall University conducting the Family Campaign?

When we give, “they” give. By “they” we are referring to the alumni and friends who support our work here at Marshall. Community leaders are beginning to invest in us and we feel compelled to show that we believe in ourselves as much as they do. Like us, they understand traditional revenue sources do not fully fund the vision of Marshall University. As a result, a team of university volunteers decided that we should conduct the Family Campaign as a component of the comprehensive Marshall Rises campaign to demonstrate our commitment to the future of our students.

Who is conducting the Family Campaign?

Well, simply put, you are. We have asked your deans and department administrators to identify individuals to represent their divisions and help raise awareness for the campaign.

What is the campaign goal?

Our goal is 100% participation to the Family Campaign. Every employee at Marshall will have the opportunity to determine at what level she or he feels most comfortable in making an investment.

What projects are featured in the campaign?

We mentioned the five pillars on which this campaign will focus, but to be more specific, when we say Enhancing the Student Experience, we mean creating more need-based and merit-based scholarships. When we say “expanding academics and growing our reputation”, we mean more endowed professorships, professional development funds and more support for academic programs. When we say “creating an environment of innovative learning”, we mean new and renovated academic spaces like a new business school and athletic facilities like a new baseball stadium. When we say “forming a foundation of research and creative discovery”, we mean more funds for faculty and undergraduate research and the arts. And when we say “deepening community partnerships and engagement”, we mean more corporate support and recovery outreach with the public health crisis.

If I already give, does my gift count toward the goal?

Yes. If you are currently giving, your gift counts toward the 100% participation. You are encouraged to consider making an additional investment in one of the featured pillars to improve educational access or provide an increased revenue stream to meet our greatest needs. Whatever you decide to do will be gratefully received and deeply appreciated.

Is my gift tax-deductible?

Yes. Your gift will be designated into the specific fund of your choice at the Marshall University Foundation, Inc., which maintains a 501(c)3 status. Gifts are considered tax-deductible to the extent allowable by law. All donors will receive receipts.

Will the campaign accept payroll deductions?

Absolutely. Payroll deductions are encouraged. They auto-renew November 1st of each year unless you tell us otherwise.

Does the campaign only want cash donations?

No. We encourage individuals to give serious consideration to non-cash gifts such as annuities, stocks, bonds, land, real estate, trusts, retirement funds no longer needed, in-kind gifts, etc. We urge you to discuss these gifts with your tax, financial and legal advisors and with the Marshall University Foundation staff. Together, you can determine the kind of gift that best suits your personal circumstances and be of maximum benefit to Marshall University and its students. For more information, please call Scott Anderson at 696-3388 or email at anderson119@marshall.edu.

Does the campaign only want large donations?

Any amount is welcome. Giving is a very personal matter and people should not over-extend themselves through donations. Remember that our Family Campaign goal is 100% participation.

Will the campaign accept anonymous gifts?

Yes, we will honor your wishes. We do encourage you to accept the appropriate recognition because it often helps other donors know that a wide variety of individuals are committed to making a difference at Marshall University.

I have a question that was not covered, whom do I contact?

Get in touch with your department representative or Griffin Talbott, Director of Annual Giving, at talbottw@marshall.edu or 304-696-6214.



PERSONAL INFORMATION

Name: _____
First Middle Last
I am: [] Faculty [] Staff [] Student MU ID# _____
Job Title: _____ Department: _____
College/School: _____
MU Email: _____ Work Phone: _____

WAYS TO MAKE A GIFT

[] PAYROLL DEDUCTION
[] Please deduct \$_____ per pay period (Select designation below)

- [] 12-Month Employee [] 9-Month Employee
[] This is a new payroll deduction gift to begin ___ / ___ / ___.
[] This is in addition to my current payroll deduction gift(s).
[] This replaces my current payroll deduction gift(s).
[] Leave my payroll deduction the same as last year.

[] CHECK - I have enclosed a check payable to The Marshall University Foundation, Inc. for \$_____ (Select designation below).

[] CREDIT CARD - Please charge my card [] One-time [] Monthly [] Annually for \$_____ (Select designation below).
[] MasterCard [] VISA [] Discover [] American Express
Card # _____ Exp Date _____

Table with 3 columns: Total Annual Contribution, Deduction Per Pay Period (12 Month 24 deductions, 9 Month 18 deductions). Rows include values from \$15,000.00 down to \$24.00.

DESIGNATE my gift to
\$_____ University's Greatest Needs (100101)
\$_____ General Scholarship Fund (300101)
\$_____ College/Department Annual Fund _____
\$_____ Other _____

Signature: (required) _____ Date: ___ / ___ / ___

Please note that payroll deduction auto-renews on November 1 of each year. To change or discontinue deductions please email development@marshall.edu.

Please call us at the Office of Annual Giving at 304-696-6214 with questions regarding the Family Campaign. THANK YOU For Your Gift! Please return completed form with your signature to: THE OFFICE OF DEVELOPMENT/ GRIFFIN TALBOTT