



Standing proudly on the national stage, **James Madison University is entering a new era across academics, athletics and student life.** Your investment ensures future generations of educated and enlightened citizens go into the world ***Being the Change.***

INVESTING IN JMU'S FUTURE

4 OPTIONS*

- ▶ ANNUAL GIFT
- ▶ STRATEGIC GIFT
- ▶ PLANNED GIFT
- ▶ CORPORATE GIFT

**More than one of these types of gifts might be right for you.*



Office of Development
800-296-6162
jmu.edu/give

▶ ANNUAL GIFT: Making an Immediate Impact

A contribution in any amount highlights your pride in the Madison Experience and provides support for immediate use at James Madison University. Gifts of all sizes touch the lives of thousands of JMU students, professors and alumni whose work aspires to create a brighter future for all.

You can further enhance JMU's engaged and student-centric environment by **becoming Forever Loyal simply by making a gift every year.** Choosing to consistently sustain your investment in JMU— whether you're a student, employee, graduate, parent or friend—makes a lasting difference at JMU.

▶ STRATEGIC GIFT: Investing in Change Makers

A strategic gift to JMU is a vote of confidence in the mission and vision for the university. **When you become a major donor at JMU, you connect your philanthropic passion with Madison's priority initiatives,** impelling positive and tangible change. It's a gift of noticeable impact.

Your partnership in JMU priorities helps provide sustainable programming and resources that allow professors to challenge students to become the educated and enlightened citizens our world needs now. Investing with JMU is both visionary and rewarding, a way to catalyze progress toward mutually beneficial outcomes.

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▶ **PLANNED GIFT:** Leaving a Legacy

Your planned gift is an investment in JMU's future. Naming the university in your will or as a beneficiary allows you to leave a legacy reflecting your passion for what was and what will be. You are ensuring the Madison Experience continues for tomorrow's generations.

You can make a one-time gift or one that lives into perpetuity through an endowment. Become a member of the Madison Founders Society by naming the James Madison University Foundation Inc. in your will, gifting real estate or appreciated stock, creating life income plans, or identifying the JMU Foundation as beneficiary of life insurance or retirement plans. This may offer valuable tax savings. Most important, it supports what matters most to you at Madison.

▶ **CORPORATE GIFT:** Building a Partnership

When your company makes philanthropy a priority, whether through matching employee giving or investing in programs and initiatives that align with its mission, you are also making a statement. This kind of commitment says, "We fully endorse our employees engaging with causes they care about." Or "We recognize the business value of building up the communities where we are based." Or simply, "We believe in the power of working together."

A corporate gift to JMU can help develop your future workforce, advance important technology, facilitate cross-pollination of ideas between industries, and more. Madison has myriad programs that not only need your support but also support your business objectives.



JAMES MADISON
UNIVERSITY®

Office of Development
MSC 4401
Harrisonburg, VA 22807

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