



**TENNESSEE STATE UNIVERSITY NATIONAL
ALUMNI ASSOCIATION**

**Launches its
National Student Scholarship Fundraiser
Leading up to the**

100th YEAR ANNIVERSARY of Tennessee State University

“THE MILLION DOLLAR CHALLENGE”

**Tennessee State University will celebrate its 100th year in 2012!!!
To demonstrate your true blue blood lineage and mark the occasion in a special way, please
take the pledge and help to implement the plan**

The Pledge

We, the Alumni will raise at least One Million Dollars (\$1, 000,000) between now and 2012 to give to the University for the sole purpose of presenting in and out of state scholarships. We do this with the assurance that scholarships will be awarded based on merit as well as geographic origin of the funding and the student awardees.

The Plan

A Committee of 1000 Chairpersons will sign up to identify potential contributors, communicate the task, its benefits and persuade 10 people to donate \$100 each minimum. **(Greater amounts will be accepted and appreciated)**

The chairpersons will mail the \$100 or greater donations made payable directly to the “TSU Foundation” (all ten donations should be individual checks) with a note in the memo section indicating the check is for the “TSU Challenge” and mail to the National Office, for processing. In turn, each donor will receive a receipt from the Foundation for tax purposes.

Some suggested strategies for attracting potential donors:

1. Families with a TSU Legacy (multiple graduates/alums) could appoint/select a family member to represent them as the chair. The appointed chair would share this proposal with other family members, solicit the individual payments and follow the submission process

2. *Fraternities and Sororities could appoint chairs from their organization as a whole or the numerous lines and create competition. The chair would make the pitch and ensure the ongoing competitive energy results in a wealth of donations.*

3. *You, as a loyal Tennessee State University Alumnus/Alumna, are encouraged to take up the banner and volunteer to accept the responsibility to be a chair. Your enthusiasm, passion and big blue allegiance are what will lead a big idea and make your personal appeal irresistible!*

Logistics

Program Goal:

Raise a minimum of \$250,000 annually for four years, which would equate to \$1,000,000 or more

Program Benefits:

Increase the percent of alumni who give to the University thereby increasing the potential to receive matching funds. This will also increase the available funds to award scholarships to deserving students.

Program Time Frame:

- Receive names of chairs and formally initiate the drive October 15, 2008
- Kickoff of the drive in October 2008
- Present the ceremonial check from the National Alumni Association during the Summer Commencement or Homecoming 2012.

Summary of Program Rationale: When 1000 chairpersons recruit 10 people each, giving least \$100 it would equate to 10,000 people donating a **minimum of \$1,000,000.00 or greater.**

- The idea is that committee chairs will make the project personal by presenting it with a personal appeal to people in their TSU circle.
- The committee chairs would collect individual donations payable to “***TSU Foundation***” with “***TSU Challenge***” written in memo section and send them into the National Alumni Office. It is important to turn the checks in as individual payments to increase the percentage of alumni giving
- The committee chairs should use the attached form when sending checks. A copy of the filled out form with the checks, should be mailed to the National Alumni Office for processing. Retain a copy of transmittal for chapter records if desired.
- Regular reports updating our progress measured against the goal will be issued.
- A tracking chart will be developed and included in all of the National Alumni Association’s publications, both hard copy and electronic.

Note: Informal discussions have been held with the leadership of the Foundation and it has demonstrated support of this endeavor. This project is intended as part of the overall fundraising efforts of the University’s Campaign to mark the 100 Year Anniversary of Tennessee State

University.

Sign up today with your local Chapter President to be a Chairperson and notify via email Executive Secretary Darlene Harris at the National Office @ DHARRIS@TNSTATE.EDU that you accept the pledge and will be a Chairperson.

Yours truly

Leonard Stephens

President TSUNAA

