

EXTEND THE VIEW

Office of Development Newsletter

October 2008

PRAIRIE VIEW A&M UNIVERSITY

CAPITAL CAMPAIGN PROGRESS

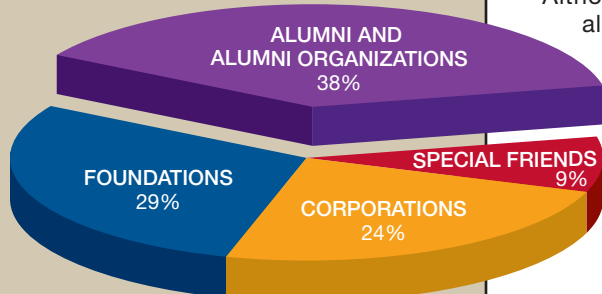
Alumni choosing to support their alma mater sends a strong message—"thank you for providing us with a great education." As we approach the conclusion of this historic campaign, alumni generosity leads all private source contributions at \$5,467,070. What a vote of confidence for this magnificent institution. The impact of alumni giving has additional implications as corporations and foundations consider our alumni participation during their grantee selections. Note: PVAMU takes every opportunity to increase all gifts through matching opportunities.

CAPITAL CAMPAIGN GOAL \$30M

Gifts by Donors*	\$14,718,598
University Match	\$7,788,180
Other	\$2,316,375

Current Campaign Total \$24,823,156

*Gifts by Donors



MAJOR GIFTS & PLEDGES

Accenture P.V. Graduates	\$50K
Omega Psi Phi Fraternity, Inc. Rho Theta Chapter	\$40K
Sprott Family Foundation	\$25K

Bringing Young Alumni into the Prairie View Family

In the past, many colleges and universities have waited to cultivate relationships with their young alumni, assuming that these individuals did not have the time, resources, or inclination to be involved until at least ten years after graduation. However, as of late, institutions of higher education have found that young alumni are energetic and enthusiastic about being involved with their alma maters. The question remains, how do we bring these young alumni into the Prairie View family in meaningful ways? More importantly, how do we attract them and provide a comfortable environment in which they can thrive on the institution's behalf?

First, older alumni need to listen to the ideas of these young people. Young alumni may embrace technology more fully or want to participate in alumni events that are different from those traditionally offered. In order to attract these young alumni, we need to be willing to broaden our events, our technologies, and our methods of engagement.

Although it is essential that older alumni share their admiration for PVAMU with young alumni – thus instilling a sense of belonging and an obligation to support the institution both monetarily and through service – it is also crucial that older alumni be open to new ways of admiring and supporting one's alma mater.



In addition to being tech-savvy, these young alumni want to be highly involved when they give. They want to see direct results from their giving and as such, it is essential to not only create cause-related giving opportunities, but to provide regular feedback on their gifts to the institution. Our alumni chapters at Prairie View can assist the university by helping to cultivate a culture of giving among young alumni and a culture of follow through within their own chapters. Prairie View legacy families as well, can instill in their young family members a sense of pride and obligation to offer support.

Bringing these young alumni into the Prairie View family is essential to the institution's success as we must continue to support our academic programs and facilities, attract and recruit the best faculty, and maintain and grow our institution's endowment.

NEWS &

Notes:

The Thurgood Marshall College Fund (TMCf) in conjunction with the Center on Philanthropy approved Prairie View A&M University's \$5,000.00 grant proposal to host its second Alumni Fundraising Training for those interested in the philanthropic process. Held in Dallas during the State Fair Weekend, the workshop, titled "Building Alumni Fundraising Capacity," emphasized the importance of alumni participation at our Historically Black Colleges and Universities (HBCUs).

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Shape tomorrow today.



Why I Give...

James (Jay) Mathis

“PVAMU is a university of giving and teaching, in that order. It gives heritage, history, headaches, heartaches, self awareness, peace of mind and pride in self. Then it teaches you to take all that it has given and apply it to become a productive citizen. In all that PV has given me, it is now my turn to give back.”



Jay is a 1996 graduate from Prairie View A&M University with a bachelor's degree in Computer Engineering Technology. He was led to PVAMU by a friend who challenged him to apply to Historically Black Colleges.

After graduation, he worked in the engineering field until 2002, when Jay started “The Mathis Agency, LLC”, an insurance and investment agency.

Jay believes educating people to properly insure their assets and investing in their future will change not only their lives but the lives of generations to come. He believes so firmly in the concept of giving that he has named Prairie View A&M University a minority beneficiary in his life insurance. This is one example of the great opportunities PV Alumni face when Extending the View.

Jay Mathis

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www.pvamu.edu



When the Extend the View Capital Campaign concludes at the end of 2008, what is next?

At the close of the Extend the View Campaign, the development staff will turn its attention to annual giving. Considered the foundation of institutional philanthropy, annual giving focuses on securing funds to sustain the institution's general operating budget. Specifically, the operating budget supports generous student scholarships, state of the art facilities, cutting edge research, well resourced libraries, and winning athletic teams. Of critical importance, gifts to the annual fund make an immediate impact on the institution and its future.

When considering making a gift to the university where should donors direct their funds?

First, donors should be confident that Prairie View A & M University will be a good steward of their gifts. Second, the university benefits most from unrestricted gifts, which can be funneled toward programs that need the most financial support. And finally, when directing a gift, donors should choose programs that resonate with them personally and about which they feel a sense of pride.

How do I find out what kind of impact my gift to the institution is having?

Any member of the development staff can provide you with an update on the impact of your gift as well as a summary of your yearly giving. We welcome both email and phone inquiries. For those who prefer a more hands-on approach, one of the best ways donors can find out if their contributions are being used effectively and efficiently is to volunteer in some capacity for the institution. Interacting with students, staff, and faculty as well as other volunteers gives the donor a bird's eye view of the wonderful work that results from a donation to Prairie View. One way to become involved is to serve as a Fundraising Ambassador – a role in which you can personally invite other alumni to make informed and thoughtful decisions regarding their support of university programs. Fundraising Ambassadors play a key part in making sure that donors' impressions of Prairie View are positive, thus ensuring that donors will continue to support the institution.

CABINET MEMBERS

Don Clark
Opal Johnson Smith
Nathelyne A. Kennedy
Roy Perry

Marvin Brailsford
Harold Bonner
Pauline Bonner
Evelyn Thornton

Thelma Pierre
Ernest Collins
Michael Sowell
James Mitchell

Samuel Metters
Neal Baines
Billy Heath
Netra Heath

Louis Bedford
Julius Becton
Fred Newhouse
Phyllis Tidwell

EXTEND THE VIEW CAPITAL CAMPAIGN