



30-for-30 Giving **A Unique Concept for Fundraising**

Thirty dollars a month, for 30 months – a personal commitment for a \$900 contribution; secured with your credit card or a direct deposit from your bank.

Two thousand (2,000) people signed up by the end of 2008 is the goal; 2,000 people will raise \$1,800,000 in 2.5 years (30 months). \$60,000 per month, guaranteed for 30 months, will go a long way towards the monthly financial commitment of Morris Brown.

Monies raised from the 30-for-30 Giving will be used for operating expenses and debt reduction at Morris Brown College. Most importantly, these funds can be used as a catalyst for grants from foundations and other philanthropic organizations because this represents a guaranteed flow of income. A small amount, consistently given in great numbers, will move Morris Brown College from crisis to championship.

Individuals who participate in the 30-for-30 Giving will also become members of the **CIRCLE OF FRIENDS** at the level of Purple & Black Club. The same concept can be increased to 50/30; 50/50, as you so desire.

The 30-for-30 Giving Plan includes:

1. Targeted Alumni
2. Individual AME Church Members
3. Personal solicitations -- by Morris Brown Board members, alumni and good friends.



**Morris Brown College
Circle of Friends Campaign**

Prospect Form

Name:		Business:	
Address:		Occupation:	
City:	State:	Office Phone: ()	
Zip Code:		Fax:	
Home Phone: ()		E-Mail:	
Cell Phone: ()			

Prospect List

Name of Contact	Name of Business	Address	City/State/Zip	Telephone & E-mail
1.				
2.				
3.				
4.				
5.				

MORRIS BROWN
COLLEGE



MORRIS BROWN COLLEGE
CIRCLE OF FRIENDS
FEEDBACK FORM

Throughout this initiative you will be in communication with many people discussing Morris Brown College. As the College positions itself for a capital campaign it is necessary that we review any feedback you may encounter in your efforts. Please provide us with any feedback, good and/or bad. Thank you!

Submitted by: _____

Person: _____

Company: _____

Address: _____

Phone #: _____ Date You Spoke to Them: _____

Comments/Remarks #1:

Person: _____

Company: _____

Address: _____

Phone #: _____ Date You Spoke to Them: _____

Comments/Remarks #1:

MORRIS BROWN
COLLEGE

BACK
ON THE
RISE



CASE STATEMENT

Morris Brown College Circle of Friends

The *Circle of Friends* at Morris Brown College is a national campaign created to engage advocates and solicit financial support in order to expand the base of constituents and increase annual contributions for programs and initiatives of the college.

This campaign will create new partnerships between Morris Brown College and the broader community including corporate, religious and educational leaders, and the individual philanthropist, who are willing to share in the new vision of the college which focuses on providing a global and diverse learning environment for students, especially the underserved.

The *Circle of Friends*, a product of the college and the institutional development committee of the Morris Brown College Board of Trustees, is the umbrella fundraising vehicle for all elements of college programs and projects and will coordinate and streamline all fundraising solicitation.

MORRIS BROWN COLLEGE

2008 Atlanta-based Fundraising & Major Events (*pro-forma*)

QUARTER	CURRENT TIMING	EVENT (Purpose)	Sponsoring Entity	Targeted Audience	Expected Net Revenue
Spring	March 8, 2008	Women for MBC Luncheon <i>(Atlanta Hilton)</i>	Women for MBC	Alumni & Friends	
Spring	March 14, 2008	FOUNDER'S DAY	MBC		
Spring	April 5-6, 2008	Around God's Throne <i>(Woodruff Arts Center)</i>	Antioch AME Church	Greater Atlanta Community	
Spring	May 10, 2008	Alumni Awards Luncheon <i>(Cunningham Auditorium)</i>	MBCNAA	Alumni & Friends	
Spring	May 10, 2008	COMMENCEMENT	MBC		
Fall	Late August or September 6, 2008	2 nd Annual MBC Walk-a-ton	MBC	Alumni & Friends	\$70,000 (2007)
Fall	October 17, 2008	MBC Legacy Awards Gala <i>(TBD)</i>	MBC & MBCNAA	Alumni & Friends	\$52,000 (2007)
Fall	October 18, 2008	HOMECOMING	MBC		
All 4		CIRCLE OF FRIENDS: ANNUAL FUND & CAPITAL DRIVE	MBC	National Coverage	\$2.5 million <i>(inclusive of all contingencies)</i>
TBD	TBD	Chairman's Reception	MBC Board	Friends of MBC	\$250,000 <i>(inclusive of individual-led giving)</i>