Dear Alumnus:

$10 million by May 19, 2013. Some call it an impossible dream, but history tells us a different story about dreams:

*A school for newly freed black men founded in the tiny basement of a Baptist church...*

*A black man’s eloquent call for racial equality delivered on the steps of the Lincoln Memorial and heard around the world...*

*A campaign to elect America’s first African American president...*

All were seemingly impossible dreams achieved by people determined to stand and be counted.

President John Silvanus Wilson, Jr. ‘79 has challenged the alumni community to invest in the College’s ability to thrive in the years to come -- to make a tangible commitment to building “forever” capacity. This investment will provide funds to recruit the best students, hire and retain the best faculty, and strengthen the College’s financial resources.

In order to achieve $10 million in giving and 65% alumni participation by Commencement Day 2013, we are inviting every Morehouse Man to stand and be counted.

- *Stand and be counted among Morehouse Men under the age of 30 by contributing $100 to $250.* With only 3,500 young alumni giving in this range, we can raise $1.5 million.
- *Stand and be counted among 1,200 Morehouse Men contributing at higher levels of $725 to $1,512.* With Morehouse Men giving in this category, we can raise $1.2 million.
- *Stand and be counted among 600 Morehouse Men contributing at major gift levels of $2,500 to $10,500.* Our records show that a significant number of alumni have given at this level at least once. Through giving in this category, we can raise $2.8 million.
· *Stand and be counted among the Morehouse Men who will step forward again to commit more than $100,000.* These distinguished alumni have supported major initiatives of the College in the past. By giving again at this extraordinary level, we can raise at least $3 million.

· *Stand and be counted among 12,000 Morehouse Men contributing an amount of their own choosing.* If each Morehouse Man gives according to his capacity, together we can exceed our $10 million goal!

To make a gift today, go to [http://giving.morehouse.edu](http://giving.morehouse.edu) and click on Forever Morehouse-Endowed Scholarship Fund or Forever Morehouse-Unrestricted Annual Fund (Current Operations) in the drop down menu. For more information, please call the Office of Institutional Advancement at 404-653-7892.

Sincerely,

Phillip Howard '87
Vice President