



# *The Campaign*

by Yusuf Davis



With Valentine's Day as a backdrop, family, friends and supporters of Morehouse College were reminded that "Our Hearts Belong to Morehouse," when the College

# *for a New Century: Our Defining Moment*

publicly launched a \$105-million capital campaign called *The Campaign for a New Century*. With the

public launch of the capital campaign, the world was invited to open its hearts and purse strings to Morehouse and contribute to the future of the all-male institution that has produced educated leaders for the African American community—and the world—since 1867.

**For Morehouse to continue providing the world with Morehouse Men - men who lead, men who serve, men who pioneer in their respective fields—the College needs the resources to ensure its legacy into the next century.**

The most ambitious fundraising initiative in school history, the campaign supports the vision of Morehouse College President, Walter E. Massey '58. On the plaza of the Thomas Kilgore Campus Center, beneath a swaying arch of maroon and white balloons and with the fanfare of the Maroon Tigers Marching Band, President Massey, along with the Reverend Dr. Otis Moss Jr. '56, chairman of the Board of Trustees, and members of the board, announced the goals and strategy of the campaign.

Phillip D. Howard '87  
Vice President,  
Office of Institutional  
Advancement

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“...Morehouse is a beautiful, unfinished **cathedral** of excellence.”

**The Reverend Dr. Otis Moss Jr.**  
**Chair, Morehouse College Board of Trustees,**  
**Class of 1956**



Gail Washington,  
 president,  
 Parent's Council

In what has become his administration's mantra, Dr. Massey, Morehouse's ninth president, reiterated his vision for the College:

“I want Morehouse to be among the finest private, liberal arts colleges in the world, period; not among the finest in the South or among the finest of the historically black colleges, but among the finest educational institutions in the world, period,” Dr. Massey told the hundreds of onlookers at the rally. “By raising money for student scholarships, faculty development, enhanced curriculum and state-of-the-art facilities and technology, the *Campaign for a New Century* will accelerate our progress toward that vision.”

Jeffrey Dunn is president and COO of The Coca-Cola Company, North America, and one of four national campaign co-chairs. A \$3-million gift from The Coca-Cola Company was one of the largest and earliest corporate contributions to the campaign that helped jump start the fundraising drive.

“We're all very proud to be a part of this effort to ensure the future success of Morehouse College,” Dunn, who is a Morehouse trustee, told the audience. “We're very excited about Morehouse's *Campaign for a New Century* because we believe there is no greater investment we can make than the investment in education, and there is no institution among higher education institutions that is a better investment than Morehouse.”

Dunn spoke on behalf of fellow co-chairs Herman Cain '67, president of T.H.E. Inc. and Morehouse trustee; Kenneth D. Lewis, chairman, president and CEO of Bank of America Corp.; and Hazel R. O'Leary, another Morehouse trustee and former U.S. Secretary of Energy and president of O'Leary & Associates.

Funds for the campaign will be generated from multiple sources – the board of trustees, corporations and foundations, alumni, parents and other College supporters and faculty, staff and students. At the noon rally, representatives of each group pledged their support for the campaign and took turns filling in a large heart-shaped puzzle with pieces that represented their portion of the \$105-million total.

While Dunn represented the Board of Trustees; Geri Thomas, senior vice president for personnel, Bank of America, represented the corporate and foundation communities; Curley Dossman Jr. '73, president, Georgia-Pacific Foundation, represented the alumni; Gail Washington represented parents and College supporters; Dr. Herbert Charles '64, professor of telecommunications, represented the faculty and staff; and Randall Woodfin '03, president of the Student Government Association, represented the students.

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**The Campaign for a New Century**  
**HOW THE \$105 MILLION WILL BE SPENT**

- Scholarships – \$31 million**
- Building Construction – \$37 million**
- Faculty Development – \$26.7 million**
- Curriculum Development – \$4.1 million**
- Technology Infrastructure – \$6.8 million**

bricks and mortar includes the construction of a new Leadership Center and an arts center, as well as an expansion of the campus into an academic village. Spearheaded by Andre Bertrand '76, vice president, Campus Operations, a master plan for the academic village has long been identified and laid out. The plan incorporates expansion and construction projects for the next 20 years.

"We created a campus master plan that is based on the overall campus strategic plan to create an environment that complemented the excellence that is taking place in our classrooms," Bertrand said. "The capital campaign will be the fuel for that renewal."

Although the Feb. 14th rally was billed as the campaign's launch, the moment that gathered dignitaries, parents, students and other Morehouse friends and supporters, literally had been years in the making. That's because a capital campaign unfolds in two phases. "There's a lot that goes into a campaign even before you hear about it," explained Phillip D. Howard '87, vice president of the Office of Institutional Advancement, which is orchestrating the campaign. For several years, he and other members of the College's brain trust have been laboring behind the scenes in what is called the campaign's silent phase. Silent, however, may be a misnomer, because this is the campaign's busiest phase. Howard and his team have criss-crossed the country cultivating relationships between Morehouse and potential donors. Their primary goal has been to attract individuals, foundations and corporate sponsors and convince them that Morehouse is an investment that will reap multiple benefits.

Amid discussions about categories, operating budgets and goal-setting, silent-phase activities focus on strategic planning for targeted fundraising efforts with individual goals that will support the College's overall campaign goal. The silent phase of a campaign usually ends when 40 to 50 percent of the total goal has been reached.

As of February, the start of the public phase of the *Campaign for a New Century*, the amount of money raised or pledged totaled \$70 million or 66 percent of the goal. Maynard Jackson '56, Atlanta's first African American mayor and member emeritus of the Morehouse Board of Trustees, praised the campaign cabinet and staff for their dedicated work behind the scenes.

"Some people have put huge amounts of time and effort into this and we are very much in their debt," Jackson said at a luncheon following the kickoff rally.



Curley Dossman Jr. '73,  
co-chair,  
alumni campaign

## MODELING GENEROSITY

### Alumni Giving Teaches Others How to Respond to Campaign

Soul sister poet Maya Angelou is fond of saying, "You teach people how to treat you."

During the ambitious *Campaign for a New Century*, Morehouse alumni will take Angelou's sage words to heart as their giving will become, in effect, a syllabus on generosity for the rest of the philanthropic community.

"This campaign is a way to encourage our alumni to really make an impact upon how the rest of the philanthropy world will treat Morehouse," says Henry M. Goodgame '84, Morehouse's alumni relations director. "Put simply, a large percentage of alumni giving back shows foundations and corporations that we have tremendous confidence in our institution."

Alumni are expected to raise \$21 million in the \$105-million campaign by the year 2006. The alumni campaign leadership structure includes three national alumni co-chairs, regional co-chairs, and committee members representing alumni from every region. With three tiers of giving, each led by an alumnus co-chair, the Campaign has a place for every alumnus to participate. Curley Dossman Jr. '73 chairs the "Leadership" tier for gifts over \$100,000. Jim Moss '70 leads the "Major" gifts tier for contributions between \$25,000 and \$100,000, and Shaka Rasheed '93 leads the "Loyalty" tier for gifts less than \$25,000.

"This historic effort is redefining the way Morehouse alumni view our responsibility to the College," says Rasheed, "It is no longer sufficient, nor acceptable, for brothers to leave the heavy lifting of Morehouse's future to a select few."

The power of alumni heavy lifting has already been demonstrated this year. F. Euclid Walker '94 is the youngest alumnus to pledge \$100,000. And on January 6, 2002, Jim Moss '70 hosted a dinner to solicit major alumni donors in Washington, D.C., and walked away with more than \$300,000 in pledges at the end of the evening—another first.

Hopefully, the alumni in Washington have provided a model for brothers throughout the country that will get us over the hurdle," said Moss.

A major goal of the Campaign is to educate alumni about the benefits of consistent giving. Morehouse Express is a vehicle for monthly giving through automatic account withdrawals.

"Morehouse Express helps me to give back without thinking about it. It's a no-brainer for me," says Darius Jefferson '96, who's been giving back monthly for two years now. "What's \$50 a month? That's three cups of Starbucks per week."

To learn more about the alumni campaign, visit the alumni online community website at [www.morehousealumniandfriends.com](http://www.morehousealumniandfriends.com).

—K.J. Issa

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“Great institutions remain **great** by getting better... [We] hopefully inspire you to join us in our efforts to make a great institution, Morehouse College, even better with our Campaign for a New Century.”



**Herman Cain '67**  
**Founder and CEO, T.H.E. Inc.**  
**National Campaign Co-Chair**

The Rev. Otis Moss Jr. '56 commented on the remarkable ability of the College to reach beyond the halfway-mark in the campaign: “It is nothing short of phenomenal that we can open the campaign today with \$70 million, against the backdrop of such a challenging national economic environment,” he said. “We had 99 percent participation from the board of trustees as we were preparing for the campaign.”

“The future is exceedingly bright for the continuing growth and development of Morehouse and the continuing fulfillment of its mission. I like to refer to Morehouse as an unfinished cathedral of excellence and we are just delighted to be a part of the continu-

ation of the building of this cathedral of excellence.”

By far, the biggest buzz of the campaign launch and the busy Founders' Week was the announcement that talk show host and media mogul Oprah Winfrey had donated a whopping



SGA President Randall Woodfin '03 flanked by junior trustee Stacy Merritt and senior trustee Troy Causey.

\$5 million to the Morehouse campaign coffers. Dr. Massey's revelation of Oprah's generous gift drew hearty applause at the rally and provided fodder for conversation. For the rest of the weekend, in a sincere and jovial tone, Dr. Massey urged everyone within earshot to “watch the Oprah show.” Winfrey's latest gift brings the total that she has donated to the College to \$7 million, with the last \$6 million designated for the capital campaign.

“The Morehouse name resonates in a positive way all over this world. And the fact that we build leaders in this College attracts donations, like the five million that Oprah gave,” former mayor Jackson commented. “This is a fantastic start to the campaign. I'm confident we'll reach our goal well ahead of the scheduled time.”

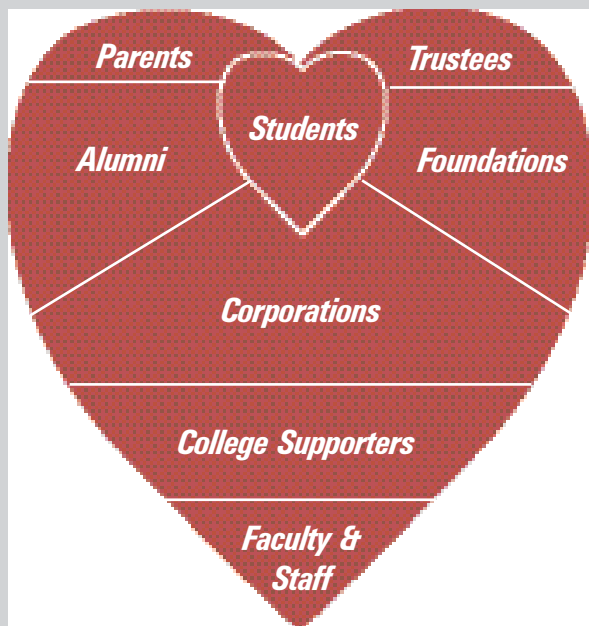
One Morehouse parent, Sandra Long, mother of Sean Long, a junior business administration major from Philadelphia, is encouraged by Oprah's generosity. “I think it's great that people like Oprah Winfrey, who have no connection to the college, contribute to it. I think a lot of parents will support the campaign.”

Although large, public donations like Oprah's generate a lot of excitement, those in the know say the steady, less celebrated giving from alumni will be key to the success of the campaign. Not only is their monetary support necessary, it's a well-known fact that corporations and foundations contribute to colleges that receive support from its graduates. Typically, 20 to 24 percent of Morehouse alumni give back to the College, but our goal is to increase alumni giving to at least 40 percent by the end of the campaign, said Alumni Director Henry M. Goodgame '84.

“However, Morehouse men can do better. Participation is just

## My Heart Belongs To Morehouse

The eight constituencies found on this chart are key to pumping life into *The Campaign for a New Century*. Once they have all fulfilled their share of the puzzle, the Campaign would have reached its \$105-million goal. Considering this is the most ambitious campaign in the College's history, it will be a heart-felt accomplishment.





Founded upon Dr. Martin Luther King Jr.'s concept of the "beloved community," the Leadership Center will include classrooms, lecture halls, a multi-purpose conference space and a 500-seat auditorium. It will house the College's leadership academic programming, including the Andrew Young Center for International Affairs and the Emma and Joe Adams Public Service Institute.

as critical as big dollars," he continued. "Just give something, regardless of the amount."

Alumni, as well as other potential donors, have numerous ways to give to the College. Unlike Annual Fund contributions, which are unrestricted and designated for current needs in the immediate fiscal year, capital gifts during the campaign will support a range of scholarship, endowment, construction and programmatic funding needs. Capital commitments to the campaign may be paid off over a five-year period. While gifts most often come in as cash or securities, they may also include real estate, life insurance policies, property, and a variety of planned or deferred gifts.

To attract large gifts from alumni, Robert Davidson '67 and Chester Davenport '63 co-founded the Leadership Circle of Donors. The Circle consists of four prestigious giving societies –



**Geri Thomas,**  
senior vice-president for  
personnel, Bank of America

named for Benjamin E. Mays, Howard W. Thurman, John Hope and Henry L. Morehouse – to recognize donors at the \$1 million, \$500,000, \$250,000 and \$100,000 levels, respectively. Cumulative giving counts toward membership in these societies, and all private donations made to the College since July 1997 will be counted toward the campaign. Donors in these giving groups receive special premiums and will be inducted into their respective societies at a Key Supporters Reception during Founder's Week 2004.

"This is our first effort at creating this kind of structure, which usually exists at Ivy League and other majority schools," Kathleen Johnson, executive assistant to the president for the capital campaign, said about the Leadership Circle. "Donors at this level want to be more involved in ensuring the future of the institution, both financially and pragmatically."

James R. Hall '57, president of the Morehouse College National Alumni Association, offered an alumni perspective on



The Center for the Arts will come equipped with finely engineered audio technology and will include a full-size auditorium along with classroom, studio and rehearsal space to house performing and visual arts programs.

**“By supporting  
Morehouse, corporations have  
two advantages: establishing  
relationships with top students  
early and recruiting from a  
talented pool of graduates.”**

**Jeffrey Dunn**  
President and COO  
Coca-Cola North America  
National Campaign Co-Chair

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# CAMPAIGN LEADERSHIP

## CAMPAIGN CO-CHAIRS



**Herman Cain '67**  
Founder and CEO  
T.H.E. Inc.



**Jeffrey T. Dunn**  
President and COO  
Coca-Cola North America



**Kenneth D. Lewis**  
Chairman, President and CEO  
Bank of America



**Hazel O'Leary**  
President  
O'Leary & Associates

## BOARD CO-CHAIRS

Lerone Bennett Jr. '49

John A. Wallace

## LEADERSHIP SOCIETY CO-CHAIRS

Chester C. Davenport

Robert C. Davidson Jr.

## NATIONAL ALUMNI CABINET

Curley Dossman Jr. '73

Jim Moss

Shaka Rasheed

## ANDREW YOUNG CENTER BOARD CO-CHAIRS

Dennis F. Hightower

John C. Whitehead

## CAMPAIGN CABINET

John H. Bryan

Susan Buffet

Joel Z. Hyatt

Ann D. Jordan

Walter E. Massey '58  
ex-officio member

Otis Moss Jr. '56  
ex-officio member

Leo F. Mullin

William I. Rau

B. Franklin Skinner

Samme L. Thompson

John L. Thornton

Gary L. Tooker

**“If Morehouse is to continue  
to provide value-based  
leaders, now is the time  
to make significant invest-  
ments for the future.”**

**The Honorable Hazel R. O'Leary**  
Morehouse College Board of Trustees  
National Campaign Co-Chair

the importance of the campaign.

“We need to have a successful campaign in order to stay competitive. This campaign helps us with our strategy of attracting the same top-notch students and faculty that everyone else is trying to attract,” Hall said. “I hope that the message to give and the reasons resonate with every alumnus and that we will perform in true Morehouse tradition to come out on top.”

The campaign kickoff coincided with Parents' Weekend, a component of Founder's Week, during which current and prospective parents are invited to visit and inspect the College. Several parents who witnessed the launch on the plaza weighed in on the discussion. Gail Washington, mother of Kevin Washington '99, represented parents.

Bonnie Walker Armstrong, mother of sophomore Darren Walker-Armstrong of Louisville, Ky., said she was delighted to see the campaign kickoff. “It's very encouraging to see a campaign that symbolizes the vision that Morehouse has for its students. Morehouse provides a wonderful opportunity for growing leaders for our country.”

Shawn Adolphus, a freshman, from Sandersville, Ga., who attended the launch, said he was optimistic about Morehouse's future.

“I think it's awesome that all this is taking place with me as a freshman. I'm glad I'm able to be here while the College is revamping itself,” Adolphus said. “It's an excellent campaign and I'm sure it will go over well. I'm looking forward to seeing the results.”

For more information on *The Campaign for a New Century*, contact Phillip Howard '87, Vice President for Institutional Advancement, 404-507-8691 or phoward@morehouse.edu. For more information on the Alumni Campaign, contact Henry M. Goodgame Jr. '84, Director of Alumni Relations and Annual Giving, 404-215-2658 or hgoodgam@morehouse.edu. ■

by David Hughes Duke

Kenneth D. Lewis is arguably one of the world's most important executives. As chairman, president, and CEO of Bank of America, Lewis oversees a nationwide financial network that fuels investment and exerts tremendous influence on the American and global economies.

Lewis is serving as one of the co-chairs of Morehouse College's Campaign for a New Century. In a recent interview, he explained why he agreed to help lead the campaign - and he offered his insights on Morehouse, its fund-raising efforts, and the current state of the economy.



## Ken Lewis on Leadership

“Even in a struggling economy, those institutions that provide leaders for corporate America and leaders for this country should be a top priority. In fact, they should always be a top priority.”

**Morehouse:** You are a man of many commitments. What induced you to take on the task of co-chairing Morehouse's capital campaign?

**Lewis:** Enlightened self-interest. Bank of America is a growth company - and growth companies always need feeder pools of talent. We find a lot of talent at Morehouse. By having a close relationship with such fine schools, we can replenish our talent pool as we grow. We need talented people to lead us in the right direction.

I do try to limit my outside activities, and certainly I'm careful about lending my name to anything. I have the privilege of being associated with an incredible brand called Bank of America, and so I like to associate with other great brands. That's the way I view Morehouse: as a great brand.

I also believe that supporting Morehouse is a good thing for the community at large. This school has a worldwide reputation for producing people who not only have sound educational skills, but also become leaders throughout our society. I can't think of many schools in the world who enjoy such an outstanding reputation in that regard.

**Morehouse:** Why is leadership such a priority right now?

**Lewis:** During tough times, leadership becomes more critical. Whether you're a country, an organization, or an individual, either you grow and prosper, or you die. I believe in Morehouse as a great provider of future leaders for this country. And if you believe in that, why wouldn't this campaign be an outstanding investment - not only for your company, but for your country?

**Morehouse:** How has Morehouse managed to sustain its ability to produce leaders over so many years and different generations?

**Lewis:** That's an interesting question. First, you've got its history, its legacy, and its reputation, which cause the brightest students in the country to become aware of the school. And Morehouse alumni are

passionate. When potential students encounter that, it makes a big impression on them. And so the school continues to attract the best students. When these young men actually attend Morehouse, the school works its magic on them.

**Morehouse:** The Morehouse curriculum is grounded in the liberal arts. Do you think this is important?

**Lewis:** Actually, I was a finance major in my undergraduate studies, and I wish now that I had a liberal arts background. I believe it gives you more diverse learning, exposes you to things that you probably have not been exposed to, and makes you more of a creative and divergent thinker. I would always recommend to young people that they attain a broad-based liberal arts background.

**Morehouse:** Given the difficult financial climate in America today, do you think Morehouse's capital campaign can succeed?

**Lewis:** Fundraising is very difficult right now, because most companies base their contributions on pre-tax income. If corporate profits are down, then the natural affect of that is for their giving to be down. Fortunately, profits at Bank of America have been up, and we're not facing that situation, but much of corporate America has had declining earnings in the past two years. So I do think the fund-raising climate is more challenging right now.

However, there is one truth we must not lose sight of. Even in a struggling economy, those institutions that provide leaders for corporate America and leaders for this country should be a top priority. In fact, they should always be a top priority.

**Morehouse:** Why do you think Morehouse's *Campaign for a New Century* is necessary?

**Lewis:** When you come up with a campaign of this size, it is obviously after a lot of thought about your needs, both for the present and the future. There are certain things that Morehouse must do to maintain its quality and its preeminent position among educational institutions. Other leading schools are raising money and expanding and growing, and Morehouse must do that, too.

Really, it's not unlike the corporate world: There's some very good competition out there - and Morehouse needs to invest so that we can still keep it at the very top. ■

David Hughes Duke is an independent video and film producer in Atlanta. He has worked with Morehouse on the production of "The Campaign for a New Century" award-winning videotape series.