



THE CAMPAIGN FOR
MISSOURI STATE UNIVERSITY

Publication Packages

Missouri State University
Foundation

Campaign Logo Marks



"It's On" teaser mark



THE CAMPAIGN FOR
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Onward Upward campaign mark released on launch day, Oct. 26

“It’s On” Campaign Launch Invitation



[Watch invitation in action](#)





OUR GOAL: TO BENEFIT STUDENTS, FACULTY AND STAFF

THE CAMPAIGN BY THE NUMBERS

The kickoff event for the campaign was held
OCT. 26, 2019
on campus

We have a goal of raising
**\$250
MILLION**

26,000+
students are enrolled across the
MSU system

The Missouri State University Foundation
has raised nearly
**\$346
MILLION**
since operations began in 1981

"There are about
128,000
Missouri State graduates living and
working around the world

1,400+
scholarships have been
established through the
Missouri State University Foundation

In 2018, the annual total of
our tuition and fees was more than
\$2,600
below the national average

#1
Missouri State enrolls more students who are
eligible for a Pell Grant or Access Missouri*
than any other four-year university in the country

*Source: The Pell Institute, 2018. Pell Grant eligibility based on income.

[illegible]

Campaign Case Statement – Unit Case



PRIORITY AREA:
COLLEGE NAMINGS

Universities increasingly compete to attract top students and faculty. A named college, department, school or program can demonstrate prestige to our prospective students and faculty members.

If you name a college, you can also strengthen it in so many ways. Your agreement may have provisions for a portion of endowment earnings to be used for faculty development, student scholarships, program support and capital enhancements.

On Missouri State's main campus in Springfield, academics are divided into seven colleges, based on disciplines, as well as the Graduate College.

Named colleges at Missouri State:

- The William H. Dan College of Agriculture
- The McQuerry College of Health and Human Services

Currently, the colleges with naming opportunities are:

- The College of Arts and Letters
- The College of Business
- The College of Education
- The College of Humanities and Public Affairs
- The College of Natural and Applied Sciences

The amounts required to name these colleges vary.

PRIORITY AREA:
THE COLLEGE OF ARTS AND LETTERS

In the College of Arts and Letters, students and faculty make things: Art and music, books and films.

They make objects and ideas that fill our world with beauty and spark conversation. They make connections between people, ideas and languages. And they make experiences that bring our community together and promote understanding.

MSU graduates are creating award-winning theater, producing ethical journalism and mediating difficult conflicts. Faculty help students gain the skills they need for successful careers in the 21st century — skills like critical thinking, creative problem solving and effective communication.

Departments in the College of Arts and Letters

- Art and Design
- Communication
- English
- Modern and Classical Languages
- Media, Journalism and Film
- Music
- Theatre and Dance

POINTS OF PRIDE

- **MSU is an All-Stemway School.** This means all of our classes are by Stemway & Sons, the gold standard in these instruments.
- **Our media, journalism and film students have won 600+ awards for excellence.** Digital film production, screenwriting and more.
- **Our department of theatre and dance is 1st just about 100 programs.**
- **In the United States to be accredited by the National Association of Schools of Theatre.**
- **Our Chorus regularly performs for national and international crowds.**
- **Our students rank at the National Forensics Association tournament.**
- **Our Phi Beta Kappa members are 1st just about 100 programs.**
- **and our Jazz Band has appeared at the prestigious Midwest International Band Clinic in Chicago.**

COLLEGE OF ARTS AND LETTERS FUNDING PRIORITIES

Being an All-Stemway School helps us recruit nationally and internationally. It will have a lasting and positive impact on Missouri State's music program. The Stemway Circle is a program that provides annual support to our investment as an All-Stemway School. Your contributions to this fund will help maintain the 45+ Stemway pianos on campus.

A permanent structure for Tent Theatre (\$3 million): \$6 million Tent Theatre has been an MSU tradition for more than 50 years. Every summer, three different productions are presented under the orange and green tent. Each show visually attracts more than 400 guests, who enjoy performances by our talented students, guest artists and MSU alumni. An investment in Tent Theatre would ensure this beloved tradition continues with a permanent structure. It would also preserve the special atmosphere of the Tent experience. This priority goes beyond MSU to also represent an investment in our entire region's arts community.

Support for our All-Stemway designation: In 2018, Missouri State University joined a select group of less than 200 institutions worldwide with the distinction of an All-Stemway School. That means all pianos on campus are Stemways, the gold standard in these instruments.

Endowment for the Missouri Fine Arts Academy: The Missouri Fine Arts Academy is a summer residential program for high school students from around the region. It is one of the reasons we are a destination campus for the arts. Students in the academy take an intensive, interdisciplinary schedule of classes in visual arts, theatre, dance, creative writing and music. Endowing this program would allow us to permanently continue this critical community outreach program for the arts.

Learn more about the college:
COAL.MissouriState.edu

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INVEST IN THE FUTURE OF MISSOURI STATE UNIVERSITY.
BE PART OF THE ONWARD, UPWARD CAMPAIGN

Our success isn't "your" success — it's a partnership with you. Private support has never been more important to the success and growth of Missouri State. Any gift you can make, no matter its size, will make a difference. Thank you!

WAYS TO GIVE

We accept gifts in many forms, including:

- Bonds and mutual funds.
- Cash and credit cards.
- Life insurance.
- Matching gifts.
- Personal property.
- Real estate.
- Stocks and securities.

TALK TO US ABOUT A FUTURE GIFT

Considering a substantial gift, or planning your legacy? We're happy to answer your questions and help you along the way.

MAKE YOUR GIFT

Give online
The online giving process is fast, safe and secure. You can choose which areas you'd like to support and complete a simple form. You can even make payments or make this a recurring gift.

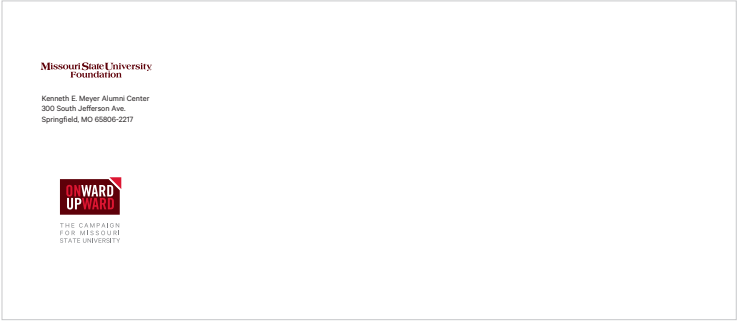
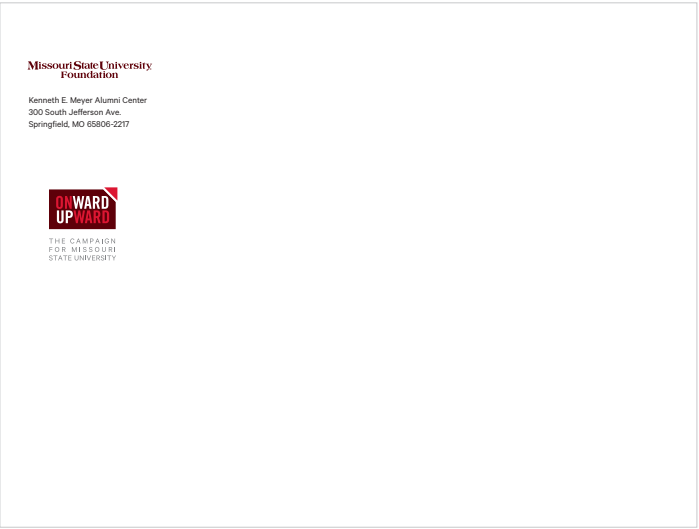
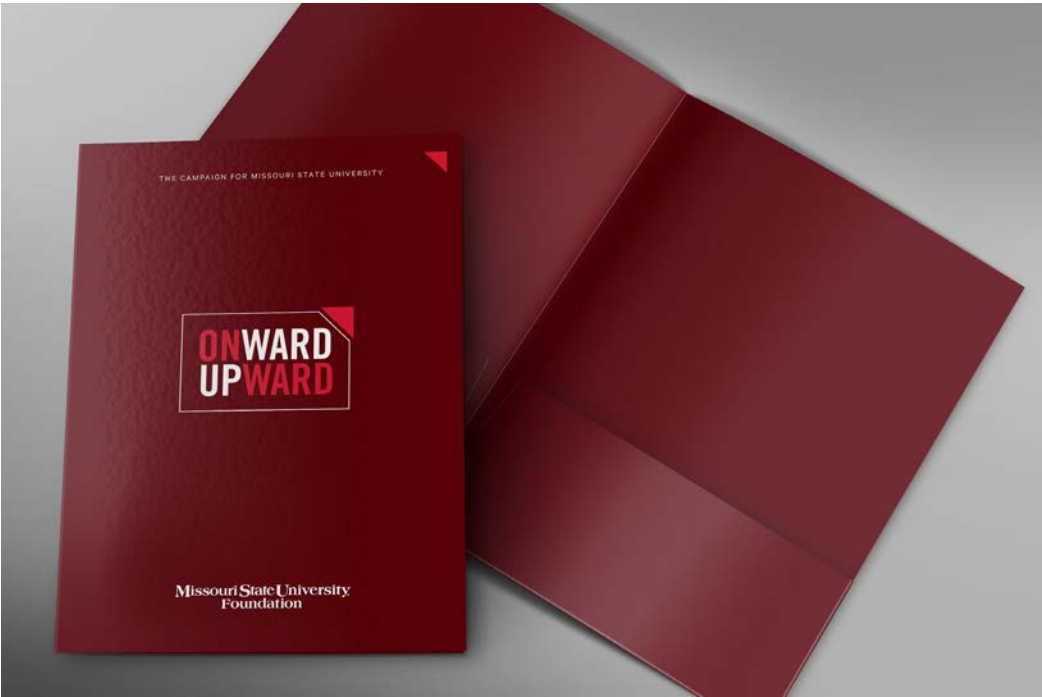
Call or email us
We're happy to communicate with you if you have questions or need help.

Mail a check
Send checks to: Missouri State University Foundation, Kenneth E. Meyer Alumni Center, 200 S. Jefferson Ave., Suite 200, Springfield, MO 65806

The gift of time
Are you a graduate who is interested in engaging with students, networking with alumni or assisting a leadership visit? You can find the opportunity that means the most to you. Make your mission and skills truly count!

Alumni.MissouriState.edu/Volunteer

Campaign Stationery



Campaign Teaser

Swags



Buttons



Stickers

Shirt for the Bear Mascot "Boomer"



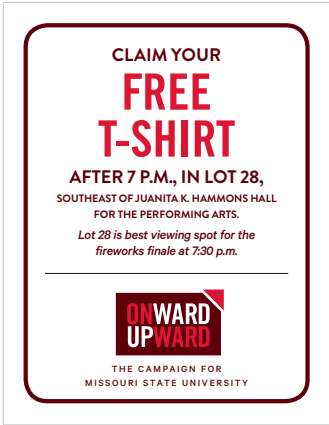
Campaign Launch Swags



Drawstring Bag



Popcorn label



T-shirt voucher



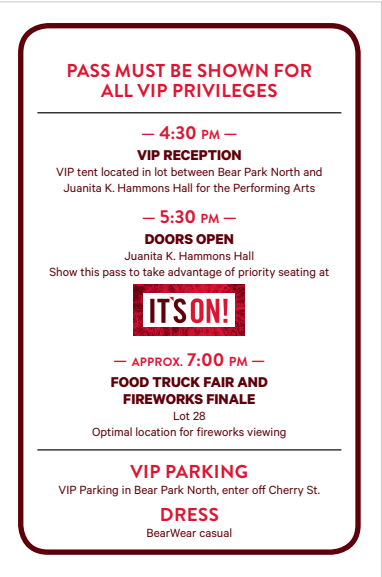
T-shirt



Bear Bucks

Water bottle

Campaign Name Badges



Name badge for VIP guest



Name badge for staff

Campaign Banners

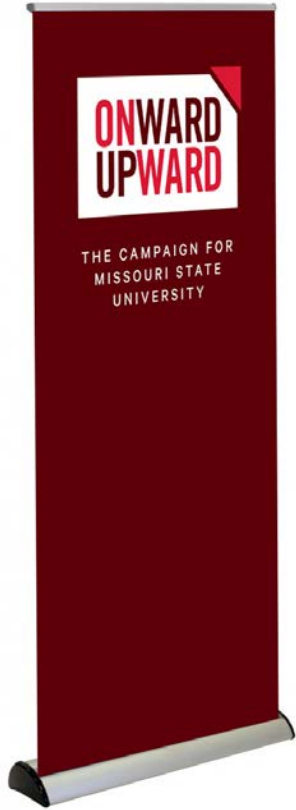


"It's On" teaser banner



Onward Upward banner unveiled after launch day, Oct. 26

Campaign Signs



Retractable banner



Backdrop sign



Podium sign



Sandwich boards

Missouri State
THE UNIVERSITY OF MISSOURI SYSTEM • 1001 UNIVERSITY DRIVE • SPRINGFIELD, MISSOURI 65897 • TEL. 417.865.1000 • WWW.MISSOURI-STATE.EDU

This changes everything.

ONWARD, UPWARD:
 THE CAMPAIGN FOR
 MISSOURI STATE UNIVERSITY

John W. Brinkman, III, campaign chairman, Missouri State University

A large crowd of people, mostly young adults, is gathered at a sporting event. They are wearing various colored jackets and are looking towards the camera. In the background, a green field and a white fence are visible. A small inset image in the top left corner shows a person in a blue jacket.

A large crowd of people, many wearing red, gathered for a football match. The image shows a dense group of spectators, with many individuals wearing red clothing, likely representing the home team. The crowd is diverse in age and appearance, and the overall atmosphere suggests a significant event.

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