

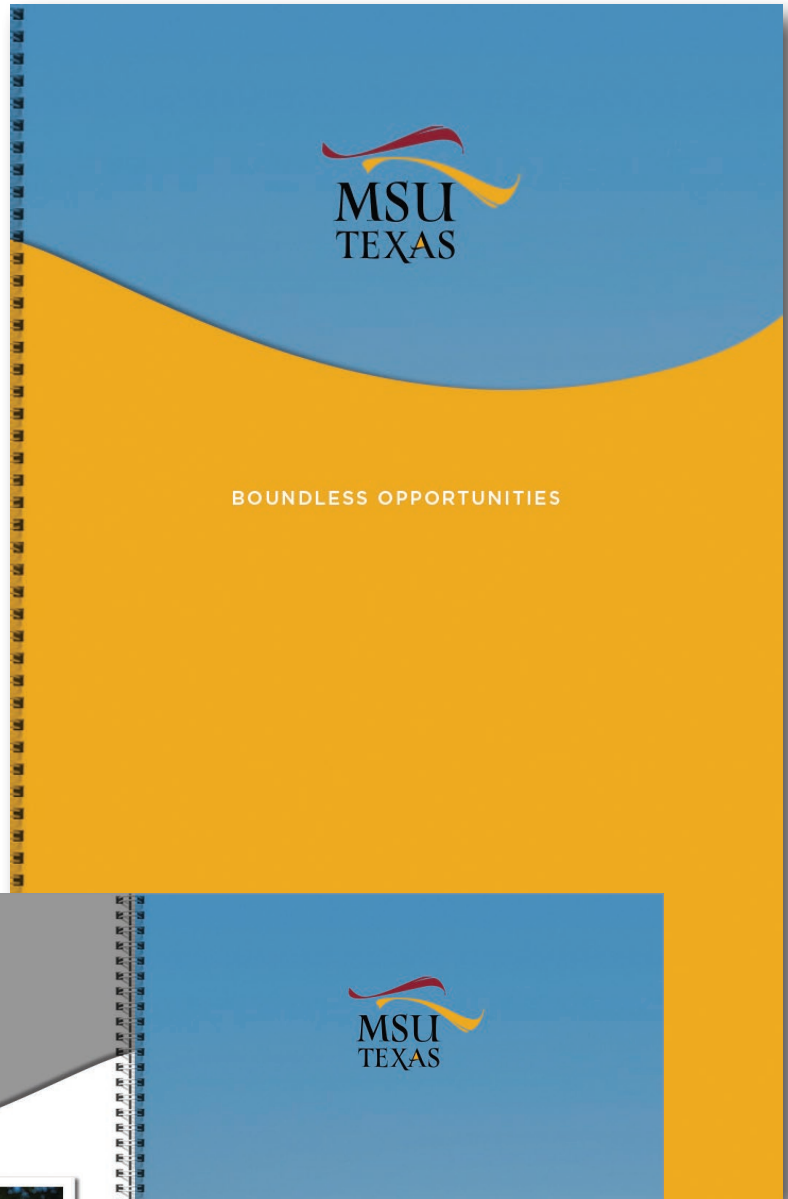


BOUNDLESS OPPORTUNITIES



SAMPLE A:
 CASE FOR SUPPORT
 COVER AND INSIDE
 FRONT COVER

The Case for Support was designed to highlight the three campaign pillars: Enriching Lives, Enhancing teaching and learning and Investing in our campus and community. The case also put a spotlight on our rich history and institutional pride (Sample B).





SAMPLE A:
CASE FOR SUPPORT
COVER AND INSIDE
FRONT COVER

The Case for Support (Sample A) was designed to highlight the three campaign pillars: Enriching Lives, Enhancing teaching and learning and Investing in our campus and community. The case also put a spotlight on our rich history and institutional pride (Sample B).

BOUNDLESS OPPORTUNITIES

To equip Midwestern State University students with the proficiency, self-reliance and fearlessness to seize opportunities, face challenges and solve problems in a future we can only imagine, MSU needs your support.

With the same spirit of early Texans, we must marshal the resources for a courageous journey of discovery and growth for the university.

Students at Midwestern State University have exceptional opportunities for hands-on learning through high-impact practices including:

- undergraduate research
- study abroad
- internships in business and industry
- practica in classrooms
- residencies in the health professions.

“Faculty members are very serious not only about career preparation but also about preparing civic-minded individuals. Mentoring, both formal and informal, is the number one strength. Students who are a good fit here care about learning and also want to get involved.”

*– Dr. Kristen Garrison
Associate Vice President
Undergraduate Education and Assessment*



**SAMPLE C:
PROFILE SHEET**

The Profile Sheet was a newly created tool designed in collaboration with the deans to showcase their priorities for their colleges. These pieces were used at the Dean's Luncheons and by the deans as they met with donors.



MSU TEXAS
BOUNDLESS OPPORTUNITIES

CELEBRATING 100 YEARS
1922-2022

FIRST COMPREHENSIVE
CAMPAIGN IN MSU HISTORY
\$50 MILLION UNIVERSITY GOAL

LAMAR D. FAIN COLLEGE OF FINE ARTS (FCOFA)

The Boundless Opportunities campaign is flourishing, and now Midwestern State University is doing more than ever to enrich lives, enhance teaching and learning, and invest in our campus and community. Our plans for growth across the University have energized MSU Texas; the future has never looked more exciting for our University.

Be part of the growth of MSU Texas.

There are many ways for alumni, Wichita Falls neighbors, and other supporters to be a part of our success. Individuals, foundations and corporations can support specific colleges or programs that are meaningful to them. Your gift can be combined with others to create endowed scholarships, transform facilities, update or add new technology, or even launch a new program. There is a way for anyone who is interested to be a part of our progress. At upper levels, there are opportunities for donors to "name" a project or facility in honor of their gift. Pledges made now can be fulfilled over a five-year period.

Or, this may be the perfect time to begin or strengthen your tradition of yearly support to MSU Texas through generous gifts to the Annual Fund. Every aspect of the University's daily operations—from its classrooms, lecture halls and studios to its rehearsal halls and performance spaces—requires ongoing financial support. The Annual Fund is a critical part of that financial mix, making our Annual Fund donors enduring partners in achieving excellence.

Please know that all of us at MSU Texas are grateful for our supporters and for gifts at any level. We need you and your involvement to maintain momentum and to ensure continued growth for MSU Texas. Thank you for all that you already do to create and support boundless opportunities for our University and our students.

AN INVESTMENT IN THE FUTURE

Giving Opportunities for the Lamar D. Fain College of Fine Arts

- Enriching lives.**
Students in the FCOFA are musicians, artists, performers and communicators. Their MSU Texas education prepares them to fully utilize their talents for rewarding and successful careers. Scholarship support will enable the FCOFA to enroll students who might otherwise not be able to attend and to supplement their overall education with professional experiences.
There are two primary ways to help:
Individual Scholarships – You can contribute to a music, theatre, art or mass communication scholarship with your support of \$500 or more. You can align your donation with the area of your interest and see the immediate impact of your gift.
Endowed Scholarships – Families, classmates, team members, colleagues or others can join forces to endow a scholarship. Endowed scholarships with naming opportunities are available for pledges beginning at \$50,000.
- Enhancing teaching and learning.**
Education in the fine arts requires opportunities for outward expression for faculty members as well as students. Professors are artists themselves and continue to cultivate their talents along with the students they teach.

Visiting Professorship in the Fine Arts
Endowed Fund for Faculty Creative Development

\$1 million
\$1 million

The Akin Auditorium and Fain Fine Arts Center Theatre host top-notch student performances as well as visiting artists from around the world.

Annual Giving, Dean's Excellence Circle, FCOFA
Donors who contribute \$500 or more annually will be recognized as members of this honored group. Funds go directly toward operational needs of FCOFA.

...Lamar D. Fain College of Fine Arts adopts a twofold mission designed to produce graduates who are both competent professionals and sensitive, tolerant, reliable, constructive citizens.

—from the FCOFA Mission Statement



SAMPLE D: CAMPAIGN MEDIA COVERAGE

Media coverage highlighted the campaign's success and the interest and awareness of the university and Wichita Falls area community.

Times Record News

PART OF THE USA TODAY NETWORK

HOME NEWS SPORTS OPINION BUSINESS LIFESTYLE COLUMNISTS USA TODAY

What's in a name? 'Texas' officially part of MSU's

Trish Choate, For the Times Record News Published 4:07 p.m. CT Dec. 19, 2017 | Updated 4:27 p.m. CT Dec. 19, 2017

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Midwestern State University graduates have long had some explaining to do about where MSU is and where it isn't.

It is not in the Midwest or Wichita, Kansas. It is smack dab in Wichita Falls, Texas. Rebranding the university as "MSU Texas" is making the location clearer while adding Lone Star luster.

The name didn't give it away.

"We didn't have anything that positioned us when you hear Midwestern State," Julie Gaynor, director of marketing and public relations, said. "You don't think Texas, and you don't think Wichita Falls."

Gaynor, an alumna who knows what she's talking about, said reaction to the marketing campaign, which is still rolling out, has been good.

"It was recognizable for those who know us, and for those who don't, it was a larger brand that makes more sense," she said.

Alumni have been especially positive, she said. They're thankful the rebranding makes it clear that Midwestern State is in Texas.

Rebranding came up when Dr. Suzanne Shipley, university president, was working on a \$50 million capital improvement plan. The MSU Texas rebranding began in early 2016 with materials for the Flower Mound initiative, Gaynor said.

Midwestern State is partnering with North Central Texas College on a new shared facility to be delivered in early February and opening soon thereafter, according to Gaynor. The 30,000-square-foot facility is close to NCTC's Flower Mound campus.

Midwestern State needed marketing that went beyond just "MSU," so officials went with "MSU Texas" and a tagline, "Finish Strong," Gaynor said. MSU-Flower Mound classes began this fall. The focus is on degree completion.

Students might have an associate's degree, for instance, and want to get a bachelor's degree, she said. Or perhaps they have college credits but no degree.

Midwestern State has long had billboards sprinkled around the Dallas-Fort Worth area, Gaynor said. About one-third of the university's students come from there. "MSU Texas" is featured on those billboards.

"The one for Flower Mound, you'll see the 'Finish Strong' statement with it," Gaynor said.

Led by Gaynor, Midwestern State also stepped up marketing for the expansion with movie theater advertising and social media geofencing near hospitals, health care facilities and other locations making sense with degrees offered, according to TRN archives.

Gaynor said the university's main billboards for traditional students feature the slogan "Live, Lead and Learn." That matches Midwestern State's mission of public liberal arts education, and its aim to become a stronger residential campus.

The first large unveiling of the MSU Texas brand was the launch of banners downtown in partnership with the Wichita Falls Chamber of Commerce and Industry, Gaynor said. Midwestern State and the chamber encouraged everyone to take part in "maroon Fridays" from September to December.

On Fridays – the day before Mustangs football games – they urged business partners to wear maroon, she said. Those gold and maroon colors aren't going away, either.

The university isn't starting over, and rebranding to MSU Texas didn't change its identity.

"We will always be Midwestern State University," Gaynor said. "But it gave us a new platform to make a deeper connection and establish us."

The university isn't starting over, and rebranding to MSU Texas didn't change its identity.

"We will always be Midwestern State University," Gaynor said. "But it gave us a new platform to make a deeper connection and establish us."

Times Record News

PART OF THE USA TODAY NETWORK

HOME NEWS SPORTS OPINION BUSINESS LIFESTYLE COLUMNISTS USA TODAY

Giving to Midwestern State University surpasses \$32 million for first time

Wichita Falls Times Record News Published 3:51 p.m. CT Oct. 2, 2018

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Private donors helped Midwestern State University shatter a previous record of gifts to the school by \$9 million.

Key leadership gifts through the MSU Texas Boundless Opportunities Comprehensive Campaign helped fuel the historic donations of \$32.8 million during the 2018 fiscal year. The total surpasses the previous university high of \$23.8 million set four years ago.

The front elevation of the Midwestern State University Health Sciences and Human Services building. The four-story building will be completed in the summer of 2019. (Photo: Torin Halsey/Times Record News.)

"Our donors' generosity and belief in our vision for the future are key contributors to reaching this milestone," MSU President Suzanne Shipley said. "These gifts confirm that MSU has over the past decades remained a responsible steward of the trust placed in us by the philanthropic community."

"We are grateful for the confidence donors place in our university and for the awareness of our evolving needs for generosity."

The gifts supported efforts for the expansion and renovation of the science hall, creation of a new student activities center, construction of a new facilities complex, introduction of an agribusiness concentration, a piano replacement project and endowed fellowships to support faculty endeavors.

Aaron Johnson will be one of four Midwestern State University music students who perform on the new Steinway grand piano in the Akin Auditorium tonight at 7:30 p.m., for the MSU Piano Celebration. The event runs from 6:30 p.m. until 9:30 p.m. and includes an open house, a performance and a reception. (Photo: Richard Carter)

The \$32.8 million total also included an in-kind gift for the renewal of a multi-million dollar software license used in petroleum geology labs and research. MSU Texas has also secured almost \$2 million in bequests intentions.

In the two years since the introduction of the university's comprehensive campaign, the university has raised almost 80 percent of its seven-year, \$50 million campaign goal.

"Our donors have shown that they are committed to the pillars of the campaign – enriching lives, enhancing teaching and learning, and investing in our campus and community," said Tony Vidmar, vice president for University Advancement and Public Affairs.

The Boundless Opportunities campaign theme reflects the outlook of the students, the university and the community.

To learn more about the seven-year comprehensive campaign, contact Vidmar at 940-397-4782 or tony.vidmar@msutexas.edu.



SAMPLE E: WEBSITE FEATURING NEW BRAND EXTENSION

The University's homepage was redesigned to feature the new brand extension, whose genesis grew from the campaign's planning and marketing collateral.





SAMPLE F: BOUNDLESS OPPORTUNITIES CAMPAIGN WEBSITE

The Boundless Opportunities Campaign website also highlighted the three campaign pillars and provided a streaming news source of campaign successes.

A COMPREHENSIVE CAMPAIGN FOR MSU TEXAS

[GIVE TODAY](#)
[CONTACT US](#)

[CAMPAIGN PILLARS](#) [STEERING COMMITTEE](#) [CAMPAIGN NEWS](#)

"With great optimism and a bold strategic direction, we are planning for advancements to enhance the lives of students tomorrow, next year and into the second century. It's an exciting time to be at MSU Texas. The sky's the limit!"

Dr. Suzanne Shipley
President, Midwestern State University

The Boundless Opportunities comprehensive campaign will span seven years and raise \$50 million to enable MSU to realize the important goals of our New Century Strategic Plan to:

- build a strong university community
- pursue new student populations
- position MSU as a destination residential university
- and further enrich the culture of engagement with the Wichita Falls community.

Students at Midwestern State University have exceptional opportunities for hands-on learning through high-impact practices

100%

\$0 \$30M \$50M

WE'VE RAISED
\$51.1 MILLION OF OUR
\$50 MILLION GOAL
THANKS TO OUR DONORS.

(Thru January 31, 2019)

Campaign News

Board of Regents approves naming of The Shimadzu School of Radiologic Sciences
February 07, 2019

Schlumberger renews software licenses
February 07, 2019

New scholarship provides food security for students
January 09, 2019

MSU celebrates Warren Ayres Family Computer

