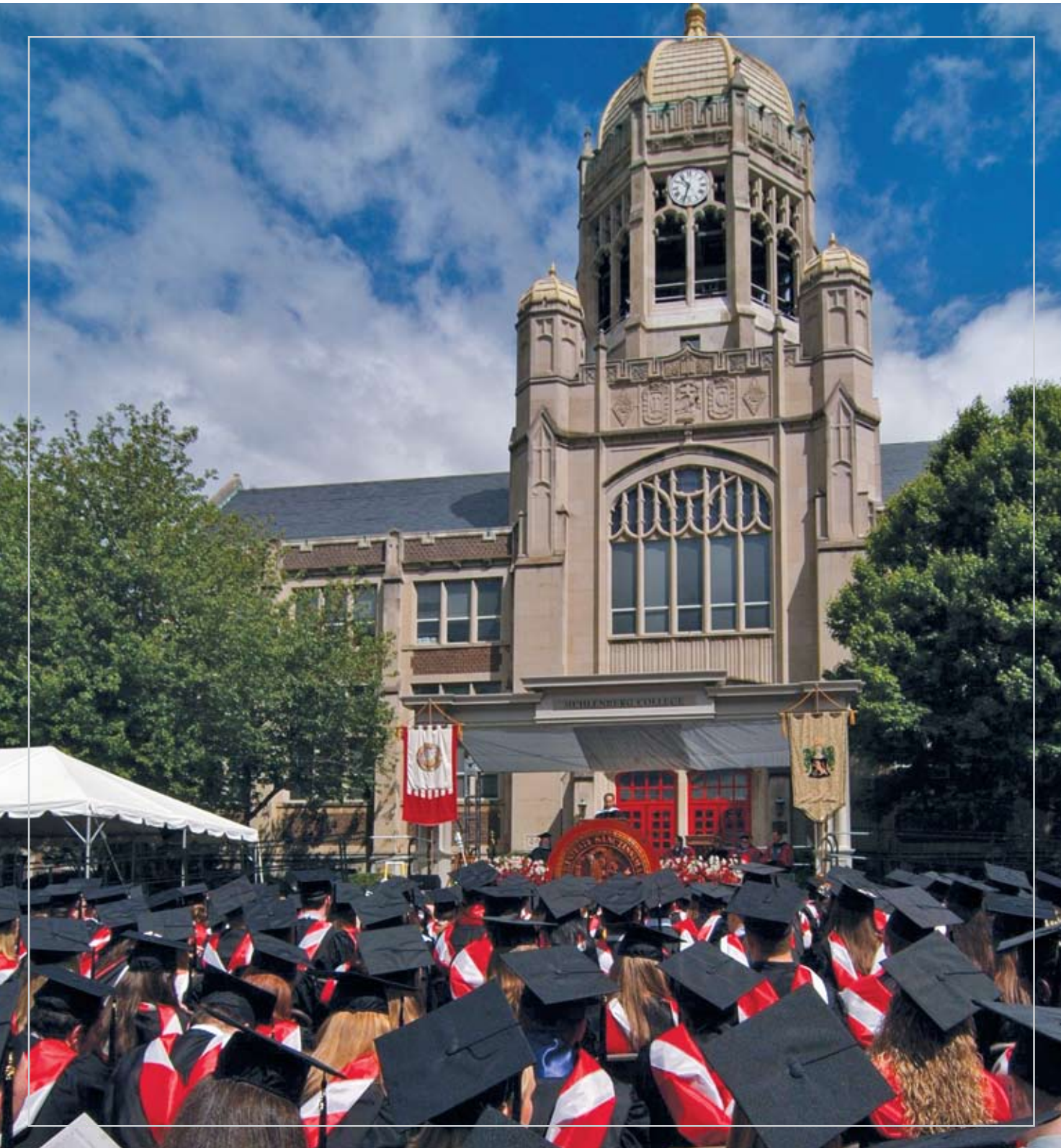




THE TALENTS ENTRUSTED TO OUR CARE
The Campaign for Muhlenberg College

Opportunities for Impact





WHAT MATTERS MOST IN LIFE? That all capable students get a chance for a top-notch education, in spite of their ability to pay? That dedicated faculty receive competitive compensation? That campus facilities support the talented scholars who teach and the bright students working hard to learn?

At Muhlenberg College, we believe education is a means not to selfish ends or private gains, but to nurture lives of leadership and service – ultimately for the good of all.



THE TALENTS ENTRUSTED TO OUR CARE

Opportunities for Impact

The Talents Entrusted to Our Care: The Campaign for Muhlenberg College is an ambitious undertaking – the largest fundraising campaign in the College’s history. You may wonder, “Can one person really make a difference?” The answer is a resounding “yes!” The opportunities for impact are many. With unrestricted annual gifts to The Muhlenberg Fund you can support the core needs of the College. You can provide for students through scholarships or research stipends. Faculty will feel the impact of the gifts you make to establish professorships or to increase access to professional development.

And our campus can be enhanced immensely by a gift supporting academic or student life facilities.

Remember, one person’s gift, whether at the leadership level or a more modest level, can transform the College, especially when combined with gifts from other alumni, parents and friends. The following pages give a broad overview of the many ways you can support the people, places, and experiences that are the heart of Muhlenberg.

What’s most important, of course, is that you support something that is meaningful to you, knowing your gift will strengthen Muhlenberg now and in years to come.

SUPPORT FOR The People Entrusted to Our Care

Your campaign gift can make a tangible difference in the lives of Muhlenberg's most prized assets: students and faculty. You may choose to provide scholarships for capable and deserving students who otherwise could not afford a Muhlenberg College education or to create stipends for promising students to gain hands-on research experience. You may decide to advance passionate teaching by establishing a named professorship or increasing opportunities for faculty professional development. Specific opportunities for supporting the people of Muhlenberg include:

Student Support

- \$600,000 Full Tuition Scholarship*, the interest of which provides approximately the cost of a student's full tuition for the academic year.
- \$300,000 Full Award Scholarship*, the interest of which provides approximately the cost of a student's full tuition for one semester.
- \$100,000 Partial Award Scholarship*, the interest of which provides approximately the cost of one course unit.
- \$50,000 Restricted Named Scholarship*. At this and any higher level, donors may specify preferences for the type of student to whom the scholarship may be awarded (such as English majors, students from Pennsylvania, etc.).
- \$25,000 General Named Scholarship*.

Faculty Support

- \$1.1 million Named Faculty Chair*, which provides a senior faculty member with salary, research and teaching support.
- \$500,000 Term Professorship*, which provides an untenured faculty member with financial support to pursue academic research, publication opportunities and educational travel to better serve students in the classroom.
- \$100,000 Faculty Research Fellowship*, which provides approximately \$5,000 per year for a faculty member to enhance their teaching by pursuing his or her area of expertise through research, study and travel.
- \$50,000 Student Research Fellowship*, which provides a faculty member with funds to award to a student research assistant and a summer research experience for a student in the same academic department.

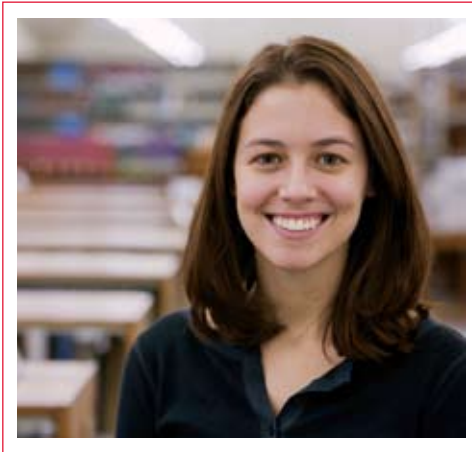
Then & Now

“I was the first one in my family to go to college. I was able to come to Muhlenberg, my first choice, only because I was fortunate enough to receive financial aid. **THAT MADE ALL THE DIFFERENCE.** Financial aid was so important then, and it continues to be important now – that’s one reason I want to give back to the College.”

JACK LADLEY '70



“Financial aid allowed me to enjoy my four years at Muhlenberg without having to worry about money all the time. And because I won’t be burdened with huge



loans, **I’LL BE ABLE TO PURSUE MY DREAM** of a career in musical theatre. Through financial aid, Muhlenberg has given a great gift to me and my parents.”

TIA STIVALA '08

SUPPORT FOR

The Places Entrusted to Our Care

Where is your favorite place on campus? The drive up to Haas College Center and its stately dome? The hush of the library stacks on a weekday afternoon? The walk down Academic Row where you greeted friends and faculty? Through the campaign, you can support the special

places of Muhlenberg with a gift to strengthen campus facilities. Opportunities for impact include underwriting campus construction or renovation projects, as well as establishing endowed funds to sustain academic and student life facilities.

Please note that the dollar figures designated as Capital Projects and Facility Endowments represent total philanthropic goals for each facility. Specific rooms or other spaces may be named in recognition of gifts beginning at the \$10,000 level. More details are provided below.

Academic Facilities

Facility Endowments

<i>Art/Music Space</i>	<i>\$500,000</i>
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Capital Projects

<i>Science Building/Shankweiler</i>	<i>\$7,500,000</i>
<i>Art/Music Expansion</i>	<i>\$1,800,000</i>
<i>Trumbower Renovation</i>	<i>\$1,500,000</i>
<i>Walson Hall, Media & Communication Building</i>	<i>\$500,000</i>
<i>Other Capital Projects</i>	<i>\$700,000</i>

Student Life Facilities

Facility Endowments

<i>The Village</i>	<i>\$3,000,000</i>
<i>22nd and Chew Street Residence</i>	<i>\$1,500,000</i>
<i>Seegers Union</i>	<i>\$500,000</i>

Capital Projects

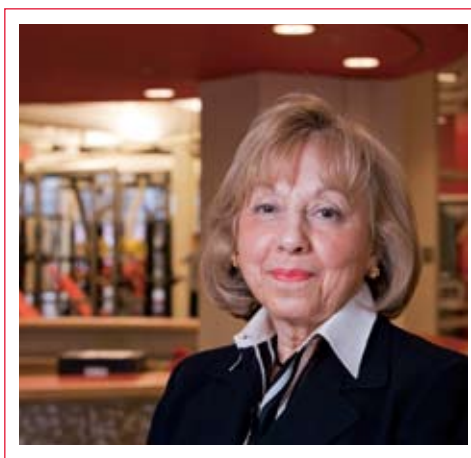
<i>Life Sports Center</i>	<i>\$13,000,000</i>
<i>South and Robertson Halls</i>	<i>\$6,500,000</i>
<i>Seegers Union, Phase II</i>	<i>\$2,500,000</i>
<i>Parents' Plaza Renovation</i>	<i>\$1,000,000</i>

Other Naming Opportunities

Numerous naming opportunities are also available in each facility beginning at \$10,000. Examples include:

<i>Laboratories</i>	<i>From \$100,000</i>
<i>Classrooms</i>	<i>From \$50,000</i>
<i>Rehearsal Spaces</i>	<i>From \$25,000</i>
<i>Faculty Offices</i>	<i>\$25,000</i>
<i>Classroom Tech Wall</i>	<i>\$10,000</i>

Then & Now



“Alumni from the ’60s and ’70s will remember the women’s basketball team playing in Brown Gym. The court was so small, players had to stand with one foot on the wall to signify that they were out of bounds. We’ve come a long way. The expansion of athletic facilities on campus has

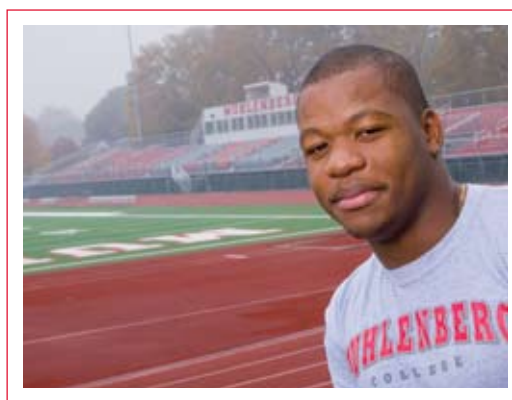
MADE WONDERFUL

OPPORTUNITIES AVAILABLE to both women and men – varsity athletes as well as those who play intramurals.”

CONNIE KUNDA, *Professor of Physical Education, Emerita*



“Compared to other schools I’ve seen, Muhlenberg has some of the best athletic facilities around. The Life Sports Center has all top-of-the-line equipment. And we’re getting new all-weather turf on the football field, which will be great. It’s hard sometimes to be a student athlete, to balance all the competing **DEMANDS OF ACADEMICS AND** your **SPORT**. When you’re working out in nice surroundings, though, it helps to make it a little easier.”



EWAN WRIGHT '10



SUPPORT FOR

The Experience Entrusted to Our Care

Campaign gifts supporting scholarships, fellowships, professorships and facilities will have an impact on Muhlenberg College tomorrow. Gifts to The Muhlenberg Fund, however, enhance the Muhlenberg experience today. On average, tuition covers 85 percent of the actual cost of a student's education. Gifts to The Muhlenberg Fund from generous alumni,

parents and friends like you help to bridge the gap, ensuring we can provide a consistent, high-quality education year in and year out. Annual support is the lifeblood of the Muhlenberg experience – and that's why we're asking all donors to *The Talents Entrusted to Our Care* to support The Muhlenberg Fund as part of their campaign commitment.

Examples of what annual gifts to The Muhlenberg Fund can provide include:

Financial aid for students

Furniture for residence hall suites

A mini-bus equipped for students with disabilities

A portable mass spectrometer for the chemistry department

Musical instruments

Athletic training supplies

Then & Now

“I came to Muhlenberg 38 years ago, in 1969. What’s kept me here so long?

Bottom line: **THERE HAVE ALWAYS BEEN NEW AND EXCITING THINGS TO DO.** And I always felt it was more than a job – it was a family, a true community of people working together toward a common goal.”



DR. DONALD SHIVE,
Professor of Chemistry



“At Muhlenberg, **WE DON’T JUST TEACH STUDENTS, WE INSPIRE THEM.** As a student, I remember being excited about ideas presented in a communications class. My professor challenged me to go on and examine those ideas, which ultimately led me to pursue a doctorate. Now, it’s come full circle and *I’m* teaching.”

DR. SUSAN KAHLENBERG ’93,
Assistant Professor of Media and Communication





THE TALENTS ENTRUSTED TO OUR CARE

Levels of Leadership

The Lifetime Giving Society

<i>The John Peter Gabriel Muhlenberg Circle</i>	<i>\$1,000,000 and above</i>
<i>The Frederick Augustus Muhlenberg Circle</i>	<i>\$500,000 to \$999,999</i>
<i>The Henry Ernst Muhlenberg Circle</i>	<i>\$250,000 to \$499,000</i>
<i>The Anna Maria Weiser Muhlenberg Circle</i>	<i>\$100,000 to \$249,000</i>

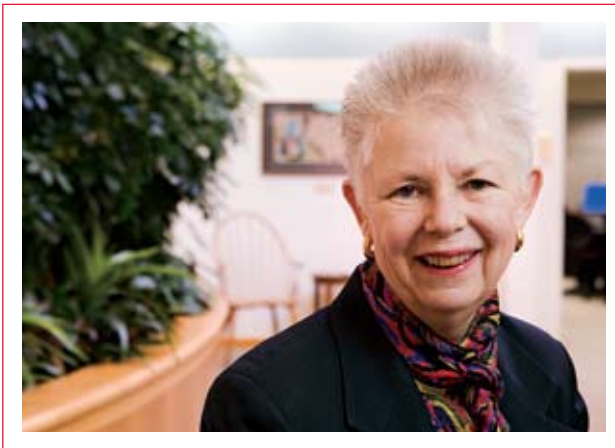
The Henry Melchior Muhlenberg Society (HMMS)

<i>The Chairman's Circle</i>	<i>\$25,000 and above</i>
<i>The President's Circle</i>	<i>\$15,000 to \$24,999</i>
<i>The Trustee's Circle</i>	<i>\$10,000 to \$14,999</i>
<i>The Dean's Circle</i>	<i>\$5,000 to \$9,999</i>
<i>The Professor's Circle</i>	<i>\$2,500 to \$4,999</i>
<i>The Henry Melchior Muhlenberg Circle</i>	<i>\$1,500 to \$2,499</i>

Special Programs

<i>HMMS Scholars Program</i>	Recognizing donors who make an annual gift of \$1,500 or more to general financial aid through The Muhlenberg Fund.
<i>Legacy Scholarship Program</i>	Recognizing donors who make a four-year commitment of at least \$1,500 annually to a general named scholarship along with a commitment to endow the scholarship with either a current or deferred gift.

Then & Now



“At Muhlenberg, I always felt that my professors respected my intellect and that they were **REALLY INTERESTED IN ME** as a person. And that continued long after graduation. I remember meeting my freshman math

professor, Dr. Truman Koehler, at an alumni reception. I told him I was thinking about graduate school, and he really encouraged me to go on and get a master’s in liberal arts – which I did – and then a doctorate in history.”

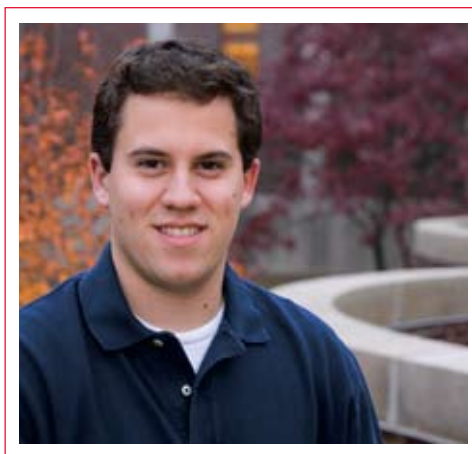
LONA FARR '62



“One of the best things about Muhlenberg is that your relationship with professors isn’t just academic. It extends well **BEYOND THE CLASSROOM.**

I play on the club hockey team, and some of my professors come to games. And it’s not just me: you see faculty at theatre productions, dance performances and other events. It sounds hokey, but here, you’re known. You’re never just another student.”

ROBBIE JANOWITZ '09





THE TALENTS ENTRUSTED TO OUR CARE

Ways to Give

The Talents Entrusted to Our Care: The Campaign for Muhlenberg College offers a wide range of opportunities for donors at all levels to make a difference in the quality and future of the College. You can participate in the campaign by making a pledge that permits both flexibility and time to complete payment.

There are a variety of ways you can make a gift to *The Campaign for Muhlenberg College*, each of which presents certain advantages. All, of course, are tax deductible within the limits specified by the IRS code. We would recommend that you consult with an attorney or financial advisor when planning your commitment.

Estate Planned Giving

Membership in Muhlenberg's *Circle of 1848* is open to all alumni, parents, faculty, staff

and friends who name the College as a beneficiary in their estate plan or through their will, life insurance policy, trust or retirement plan. Legacy gifts from *Circle* members have a substantial impact on the quality of learning Muhlenberg offers its students and ensure the continued vitality and development of the college from one generation to the next.

Cash or Check

Current law allows you to deduct the full amount of your cash gift in the year the gift is made up to an amount equal to 50 percent of your adjusted gross income.

Credit Card

Gifts, pledges and payments may be made with Visa, MasterCard or American Express by calling 1-800-859-2243 or online at www.muhlenberg.edu/talentscampaign.



Matching Gifts

Thousands of companies and corporate foundations match gifts to non-profit institutions such as Muhlenberg College. You can double or even triple the value of your gift and enhance your total toward a leadership level contribution by simply notifying your employer of your gift to Muhlenberg. You may be eligible to submit matching gift claims from both your own and your spouse's employer for the same gift. Contact the human resources office at your employer, your spouse's employer – or even your former employer, if you are retired – to inquire about their matching gift program.

Gifts of Stock

If you have owned a stock for more than 12 months and it has appreciated in value during that time, you would incur a capital gains tax by selling it. However, if you give that stock to Muhlenberg as a gift, you avoid the capital gains tax and can also claim an income tax deduction for the full fair market value of the gift up to an amount equal to 30 percent of your adjusted gross income. Any unused deduction may be carried forward for up to five years.



THROUGH THE TALENTS ENTRUSTED TO OUR CARE: *The Campaign for Muhlenberg College*, you have a tremendous opportunity to influence what the College is today and what it can be in the years to come. Here, we've outlined just a few of the possibilities; there are countless ways you can make a difference by supporting the special people, places and experiences that are Muhlenberg College. We look forward to working with you to create an opportunity for impact that's most meaningful for you.





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