



THANK YOU
for investing in Madison this year!



April 00, 2021

Dear <JointFirstNames>,

We may not know each other but we have this in common: we both believe in James Madison University. We both know that we can make a difference, not only on our own but collectively as donors supporting our favorite programs. Thank you for investing in Madison this year.

During my time at the school, Madison was growing from a teacher’s college for women into a co-educational institution with bachelor’s and master’s degrees. Enrollment numbers were rapidly increasing, too, and I’m sure we had expanded by several thousand students when I graduated in 1976.

Renamed James Madison University the year after that, JMU has continued to develop and today has more than doubled the size of its student body compared to when I was on campus. Now JMU is transitioning again, in the process of being promoted to the level of a national university, which means more academic opportunities for today’s students and more prestige for graduates.

Even with all the growth we’ve seen over the last few decades, JMU and its faculty members still maintain their focus on the individual student. Today I’m writing to share with you just one experience I had with a professor — and why **JMU needs donors like you and me to support the Madison Vision Fund, especially now.**

When I arrived at Madison College, I was a transfer student, and it took me a while to find my voice. But Mae Frantz, my speech teacher in 1974, encouraged me to head over to the basement of Burruss Hall because she’d seen some promise in me during her class, and she thought I might like to lend my talents to WMRA-FM. Back then, it had been a small, student-run station and was expanding into a full-power NPR affiliate. *Check it out, she said. You have a knack for this.*

That turned out to be an incredibly important suggestion. A professional broadcasting staff had begun running things, and a few students, including me, were being hired as part-time announcers. I got the lucky

#1

Best college for
employment in Virginia

—U.S. Department of Education
statistics compiled by Zippia



#1

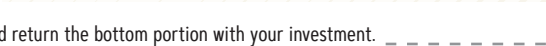
Most recommended
public university in
the U.S.

—Wall Street Journal and
Times Higher Education 2019



98%

of our classes are taught
by professors, a rarity for
a school our size.



JAMES MADISON UNIVERSITY®

Office of Annual Giving

MSC 3603, 1031 Harrison St., Harrisonburg, VA 22807

☐ **YES, I/we want to *unleash* the power of JMU!**

Monthly: ☐ \$25 ☐ \$15 ☐ \$10 ☐ Other \$ _____

One-Time: ☐ \$<ASK1> ☐ \$<ASK2> ☐ \$<ASK3> ☐ Other \$ _____

Monthly gifts are charged on the date this pledge card is received and then each month thereafter until I notify the JMU Office of Advancement Gifts and Records otherwise.

<PerfMailName1> <PrefMailName2>
<Street1>
<Street2>
<City, State, Zip>
<Email> <Phone>
<Entity ID> <Appeal#>

☐ My contact information has changed. (Please mark changes above.)

----- Please detach here and return the bottom portion with your investment. -----

PLEASE DIRECT MY GIFT AS FOLLOWS:

- ☐ Madison Vision Fund (1002301)
☐ Other _____

PAYMENT OPTIONS

- ☐ My check is enclosed (payable to “JMU Foundation”).
☐ Credit Card: ☐ American Express ☐ Mastercard ☐ VISA ☐ Discover
Name as it appears on card: _____
Card Number: _____
Exp. Date: _____ CSV Code: _____
Signature: _____



MORE WAYS TO GIVE:

- ☐ My company, _____, will match my gift.
I have enclosed a matching gift form or will send the form at a later date.
☐ I have named JMU as a beneficiary in my will, retirement account or life insurance plan.
☐ Please contact me about other ways to give back to JMU.

draw and was the first student on air after the opening ceremonies and a broadcast by our chief announcer Tom Regan.

Working at WMRA was a great experience and served me well as I went on to become dean of the School of Journalism and Mass Communications for eight years at Marshall University. This month, I am retiring from my current position as vice chancellor at the West Virginia Higher Education Policy Commission.

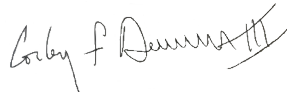
What’s your story?

I’m sure your experiences with this school are important to you, too, whether you’re from the Madison College days or the more recent JMU era. You’ve acknowledged that already by making a contribution earlier this year. [So I’m asking you to think about James Madison University again, now, and join me in making a gift to the Madison Vision Fund by June 30, 2021.](#)

As a 43-year veteran of higher ed, I can tell you without question that this fund is crucial. It prepares JMU to address unexpected concerns, and with state support in decline and tuition not always providing enough to cover whatever emerges as critical in any given year, it’s important to have those unrestricted dollars at the ready.

That’s why I choose to give to the Madison Vision Fund and why I hope you’ll join me. **Please make a gift in any amount today.**

Warm regards,



Corley “Cory” Dennison III
(JMU Class of ‘76)



**JAMES MADISON
UNIVERSITY®**

98%

**of 2019 JMU graduates
were employed, in
graduate school or
involved in other career
endeavors within six
months of graduation.
In 2018 it was 96%.**

28%

**of our students
study abroad.**

80%

**of our graduates
have done research, a
practicum, an internship
or student teaching.**

#25

**Best public college
value in the U.S.
—Money**

#1

**Most innovative
university in the south
—U.S. News & World Report 2020**

MADISON VISION FUND DOLLARS have been used as seed money for new program development, retaining exceptional talent, strategic partnerships and to enhance safety and security around campus. It also finances research and learning opportunities for students; enhancements to JMU’s diversity initiatives that prepare our graduates to succeed in a global society; and support for programs that provide tutoring, career planning help, alternatives to drinking, community service-learning experiences and more.

Realizing our vision takes everyone. When you give through the Madison Vision Fund you are supporting an engaged faculty that performs ahead of the Top 100 universities in caring for students and nationally recognized programs that allow students to learn and experience what careers in their fields are really like.