



*National Alumni Association
Bethune-Cookman University, Inc.*

September 28, 2019

Memo

From National President Robert Delancy

**OUR FINEST HOUR
National Alumni Sponsored Financial Campaign**

I have been bombarded with questions from Alumni as to where we are (B-CU) financially. Alumni have voiced concerns that they are constantly asked to fund and support various campaigns but have not received any financial feedback from the university. They want to know if they are making a difference **and** where the university stands with respect to meeting the financial sustainability requirement of SACOCS.

To counter any negativity, and to provide an option for Alumni who feel more comfortable dealing with the National Alumni Association, we have created a two-prong NAA driven financial campaign.

The first prong of this campaign is direct solicitation of all alumni and B-CU supporters to donate \$1,000.00 to the “**Our Finest Hour Campaign**” during Homecoming. We will accept **any** donation, and for those not coming to Homecoming, provisions will be made for direct donations to an NAA Bank Account.

We have set up a special NAA-controlled bank account for all donations to this campaign. The bank account is controlled by the NAA, and the NAA has sole discretion as to distributions from the account.

The second prong of this campaign is to get our story (B-CU), from the perspective of the National Alumni Association, into the hands of entertainment celebrities. Mrs. Cynthia Carter, Volusia County Chapter, is feverishly working on the NAA narrative. Once completed and approved, it will be given to a B-CU Alumni who has substantial contacts in the entertainment business. This Alumni, who wish to remain unnamed, will present this written narrative to contacts who have direct connections to celebrities such as, Oprah, Gayle King, Tyler Perry, Yolanda Adams, Ricky Smiley, and others.

Ideally, we are looking for substantial financial donations from celebrities. However, we will also accept the positive effect from the vocal and media support they can provide. That type of coverage and support helped Bennett College raise \$9 million.

Wildcats, we have done this before, but this will be **Our Finest Hour** – the story that is shared for generations to come – when history books will once again tell a story of how Faith and Works saved a University.

SPECIFIC DETAILS COMING SOON!
