
CAU and the Tom Joyner Foundation School of the Month Campaign Frequently Asked Questions

1. Who is Tom Joyner?

Tom Joyner, Sr., a graduate of Tuskegee Institute with an honorary doctorate degree from CAU, is founder of REACH Media, Inc., The Tom Joyner Foundation, blackamericaweb.com, and host of the nationally syndicated Tom Joyner Morning Show. Mr. Joyner is one of the most influential radio personalities in the U.S. His radio show airs in 115 markets, has 8 million listeners a week and reaches 21 percent of all African Americans 25-54 years of age.

2. What is The Tom Joyner Foundation?

The Tom Joyner Foundation is a charitable 501c3 non-profit organization that began in 1998. The Foundation assists African American students in financial need at Historically Black Colleges and Universities (HBCUs) across the nation. The Tom Joyner Foundation's School of the Month program has raised more than \$25 million to date for this single cause.

The Tom Joyner Foundation only does one thing; it helps students continue their education at Black colleges. All too often a student will get into college, and then encounter financial difficulties that force them to drop out. The Foundation provides money directly to the HBCUs for the purpose of helping these students complete their education.

Each month the Tom Joyner Foundation designates an HBCU to receive its support. During October 2009, scholarship support money will be sent directly to Clark Atlanta University for students. The scholarships are awarded to CAU students through the Office of Financial Aid based on financial need and other requirements.

Funds are raised through Tom Joyner's national partners and the Tom Joyner Morning Show. The radio show will feature CAU and broadcast our highlights, accomplishments, conduct live interviews with President Carlton E. Brown, spotlight major national and local CAU donors, and profiles scholarship recipients. Throughout the month of October, Tom Joyner will ask his listening audience to call in donations or to go online to blackamericaweb.com to donate to CAU, the "School of the Month".

3. How does being a Tom Joyner School of the Month help CAU?

Being a Tom Joyner School of the Month helps CAU by forging partnerships with its national sponsors, encouraging them to make gifts to CAU's scholarship program. Participation in the TJF School of the Month program raises funds and heightens awareness of CAU both nationally and

locally through the Tom Joyner Morning Show. In order for CAU to capitalize on this opportunity, the campaign must raise a set goal of \$250,000.

4. What is the Chapter Challenge?

The Chapter Challenge initiative is one component of the Tom Joyner School of the Month Campaign that focuses directly on alumni giving. It encourages alumni chapters to raise critical funds needed for student scholarships in a friendly challenge competition amongst chapters.

5. Is there a minimum amount that my chapter must raise?

No. All active alumni chapters associated with the SOTM partner schools are encouraged to raise a minimum of \$5,000 per chapter. All donations raised, no matter the amount, will benefit the SOTM overall goal.

6. Can I partner with another Chapter to meet the Chapter Challenge?

Yes. This is highly encouraged, especially amongst small chapters. In fact, chapters, teams, corporations or affinity groups that raise a minimum of **\$50,000** are eligible to make presentations on the nationally syndicated Tom Joyner Morning Show during the month of October.

7. How can corporate sponsors help CAU's scholarship fundraising efforts?

Corporate sponsors can support CAU in a variety of significant ways. They provide financial support either as a direct corporate gift, sponsorship through its marketing department or as a grant through its corporate foundation. Corporations which have matching gift programs also provide extra dollars by matching the gifts of their employees who give to CAU. Another important way corporations can support CAU is by providing internship opportunities for current students and by hiring our recent graduates and alumni. Corporations can also create a contract with CAU to perform certain projects, typically research initiatives conducted by faculty and students. Corporate friends can help the TJ SOTM campaign by doing the following:

- a. Donate to the campaign
- b. Educate and solicit company employees to donate to the campaign
- c. Host a special event on the company campus
- d. Underwrite the cost of a special event at CAU

8. Are there match opportunities with the TJF? What is the bonus if CAU reaches its \$250,000 goal?

The TJF will match our gifts **.50 cents on the dollar**, for a minimum of 10 chapters or affinity groups that reach their individual **\$5,000** goal who partner together for a collective goal of **\$50,000**. For example, if CAU's alumni chapters collectively raise \$50,000, the TJF will do a match of .50 cents on each dollar for a grand total of \$75,000.

The bonus is twofold; 1. Funds provided will enable deserving students to complete their college education, and 2. The TJF will award an additional \$25,000 if we reach our goal.

We are asking that each alumni chapter participate in the Chapter Challenge and raise at least \$5,000 so that CAU maximizes this opportunity! The contribution-level guidelines are as follows:

- Each Chapter and/or Team Challenge Captain is being asked to raise \$5,000
- Corporate donors are asked to donate \$20,000 +
- Individuals to raise or give \$500 - \$1,000
- Students to raise or give \$100 - \$200

9. Will contributions that alumni and friends make to the Tom Joyner Foundation count towards the University's fundraising goal?

Yes. The Tom Joyner Foundation will send a list of all donors to Clark Atlanta University with the amount of the contribution and the University will recognize contributors.

10. How can I listen to the Tom Joyner Morning Show on my radio?

The Tom Joyner Morning Show can be heard locally on 104.1 from 6:00 am to 10:00 am daily. You can also log onto blackamericaweb.com and click on the radio show icon to hear the show live. During CAU's month, which is October 2009, the Morning Show will focus on CAU programs, live phone interviews with President Carlton E. Brown, Tom Joyner scholarship student profiles and spotlights of top national and local donors.

11. How can I donate directly to CAU for the campaign?

To make your donation directly to CAU's Office of Institutional Advancement and University Relations make your check payable and mail to: CAU 223 James P. Brawley Dr., S.W., Atlanta, GA 30314-4391. Be sure to write CAU Tjf SOTM in the memo line. For more information, call (404) 880-8710.

12. How can I donate to CAU through the Tom Joyner Foundation?

To donate through the Foundation make your check payable and mail to: Tom Joyner Foundation, P.O. Box 630495, Irving, TX 75063-0495. Indicate the gift is for CAU Tjf SOTM in the memo line, or you can go to blackamericaweb.com and make your donation online.

13. Do we need to wait until October (CAU's month) to give?

No. If you use the form and put Clark Atlanta University as the school you want to support CAU will be credited with the funds received from now through December 31, 2009.

14. Who should participate in this program?

Everybody! University administration, faculty, staff, students, parents, grandparents, alumni, alumni chapters, trustees, corporations and friends of the university. It doesn't matter the size of the gift, but it is very important that EVERYBODY give something to help our students remain in school.

15. When will scholarships from the funds raised through December 31, 2009 be awarded?

A percentage of funds raised will be awarded beginning September 15, 2009 through the Fall of 2010. The number of scholarships awarded will be contingent upon the funds raised. They will be awarded based on a unique set of criteria. A separate application process will be established for the TJF SOTM scholarships and will be available in the Office of Financial Aid.

16. How did TJF choose CAU as school of the month (SOTM)?

CAU submitted a proposal requesting consideration to be a school of the month. The request identified areas of critical need for student scholarships. The award was granted and immediately the TJF support team contacted CAU to begin crafting plans to launch the campaign.

17. Has CAU ever participated in the TJF SOTM campaign?

CAU was chosen as the TJF SOTM nearly 10 years ago.

18. Where may I find more information?

To learn more visit us on the Web at www.cau.edu/TJSOTMmain.aspx or contact Nicole Blount, director of annual and special giving at (404) 880-8710 or TomJoynerSOTM@cau.edu.

19. Does the Tom Joyner Foundation have a Board of Directors?

Yes. The organization is run by a team of dedicated individuals that are committed to furthering the vision of the Foundation. Thomas Joyner, Jr. is the CEO of the Foundation and oversees the daily operations. The Board of Directors includes:

Tom Joyner-Chairman
Thomas Joyner Jr.-President & CEO
Oscar Joyner-Executive VP
Donna Richardson Joyner
Albert Joyner
Danita Joyner
Janyce Brannon
Frederick Humphries
William (Bill) Harvey
Thomas Kalahar
Jesse Jackson Jr.
David Kantor
Julia Atherton
Royce West, Secretary

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In partnership with *the tom joyner Foundation*