



AUGUST 2020

FROM THE CAMPAIGN CO-CHAIR

Can we get a little competition going?

Royall Mack and I started writing these letters seven months ago because we wanted all Aggies to know the challenges we face, as well as the need for all of us who say we love our alma mater to support her with our time, talent and treasure.

When you read this letter, we will have five months left in our capital campaign. It has been successful ... **BUT** remember: we identified a need of **\$263 million** when we assessed what was essential for the university to perform at its optimal level – and that was eight years ago.

Did you know we have 57,582 alumni, but only **10%** of us (5,758) give back to our university on an annual basis?

Does that mean **90%** of us (51,824) do not have **Aggie Pride**?

Of course not ... **BUT** it does mean that not nearly enough of us have made the commitment to turn Aggie Pride into Aggie green.

We can help by making sure we make at least one gift each academic year from July 1 through June 30 to be counted as an annual donor to the university. We need to get the annual giving number up to **15%** by the end of the June 2021. **AND** by the end of 2025, we ought to be aspiring to get that number to **20%**—because that’s what **Aggies Do**.

So I’m challenging everyone who reads this letter to imagine what your life would be like today if you had not attended North Carolina Agricultural and Technical State University.

I don’t know about you, but my life would have been vastly different. N.C. A&T provided me the foundation and the platform to grow, to dream, to believe and achieve beyond anything I ever imagined when I was growing up.

If it did that for you and you find yourself in the **90%**, consider reaching back to help another Aggie. Not only could this be a life-changer for them, but it also increases the profile of the university and all Aggies across the globe.

We’ve got five months before this campaign ends. That’s five months to change the narrative for yourself and this generation of Aggies.

If you’re in the **10%** but could do more, I’m challenging you to step up to the next level because your alma mater needs your support.

I’m challenging **all Aggies** to be **all in**. Here are 10 ways to get some competition going so North Carolina A&T State University can continue to win:

- 1 I’m challenging every university-affiliated entity to step up and be counted by Dec. 31.
- 2 I’m challenging the women and the men to see which gender has the highest level of participation.
- 3 I’m challenging all university personnel to give this year before Dec. 31.
- 4 I’m challenging all who ever lived in Scott Hall to give this year before Dec. 31.
- 5 I’m challenging all former scholarship recipients to pay it forward: support the scholarships of your choice.
- 6 I’m challenging all who love the Blue and Gold Marching Machine to give to the band, including former members.
- 7 I’m challenging every class to organize a class gift to the campaign.
- 8 I’m challenging all who love athletics, no matter what their favorite sport is, to give to the Aggie Athletic Fund (specify which sport).
- 9 I’m challenging each member of the Divine Nine to endow a scholarship.
- 10 I’m challenging ALL AGGIES to give to the capital campaign before Dec. 31. No gift is too small to make a big impact.

[CLICK HERE TO BECOME A DIGITAL FUNDRAISER](#)

or call the Office of Annual Giving at 336-334-7600.

You may participate as a donor or volunteer fundraiser by joining or creating a team on the university’s MobileCause page and encouraging others to make a donation through your link in any amount. Each team can have a Team Captain.

We are on the last lap. Let’s sprint to the finish. Let’s finish with a flurry and lay the foundation for our continued success!

Sincerely,
Willie A. Deese ‘77

