



OAKWOOD UNIVERSITY CLASS OF 1986

40th Reunion

40 YEARS | \$40K | 4 THE FUTURE
BECAUSE SOMEONE INVESTED IN US

FUNDRAISING TOOLKIT

HOMECOMING
2026



WWW.OUCLASS86.COM/GIVE



40 Years | \$40K | 4 the Future
Because Someone Invested in Us.

[Date]

[Donor/Corporate Contact Name]

[Title]

[Company Name],

[Address]

Dear [Donor Name/Corporate Partner],

As proud graduates of the Oakwood University Class of 1986, we are honored to share a significant milestone in our **Class of '86 Scholarship Endowment Campaign**—an effort rooted in gratitude and committed to investing in future generations of Oakwood University students. Campaign theme: “40 Years. \$40K. 4 the Future: Because Someone Invested in Us.”

Our mission is to expand educational opportunities for students who demonstrate both need and potential. Beginning in August 2027, the **Class of '86 Scholarship Endowment** will award four scholarships annually—two in the Fall and two in the Spring—each valued at \$500.

To successfully launch this endowment, we invite partners to make their endowment contributions by **April 1, 2026**, allowing the Class of 1986 to present a **\$40,000** scholarship endowment check to President Gina Spivey Brown during our 40th Reunion and Homecoming Worship Service on **Saturday, April 4, 2026**, at the Von Braun Center in Huntsville, Alabama.

Your generosity will play a vital role in ensuring that talented students receive the financial support they need to pursue their academic goals, persist to graduation, and emerge as the next generation of leaders shaped by Oakwood University.

Ways You Can Support

We recognize that each partner contributes differently, so we offer a variety of ways to get involved:

Corporate Matching/Donations

- a. **One-Time Giving** (choose “One-Time”): Support the Class of '86 Scholarship Endowment through a single contribution or a multi-year pledge that sustains scholarships for future Oakwood University students.
- b. **Flexible Three-Month** (choose “Monthly”): Contribute through three convenient monthly gifts of **\$133.33** (January 15, February 15, and March 15), totaling **\$400**.

Gala Tickets and Tables

- a. Tickets: \$250 per person
- b. Tables: \$2,000 (eight guests)

Sponsorships for the 40th Reunion

This keepsake publication will celebrate our mission and showcase our supporters.

- a. **\$2,500** – Presenting Sponsor | **\$2,000** – Platinum Sponsor
- b. **\$1,500** – Gold Sponsor (Color) | **\$1,000** – Gold Sponsor (B/W)
- c. **\$750** – Silver Sponsor (Color) | **\$500** – Silver Sponsor (B/W)
- d. **\$400** – Bronze Sponsor (Color) | **\$250** – Bronze Sponsor (B/W)
- e. **\$175** – Business Supporter (Color) | **\$125** – Business Supporter (B/W)
- f. **\$50** – Patron Listing

NOTE: All logos must be high resolution and submitted by March 1, 2026

How to Give

To ensure your generous support is properly recorded and acknowledged, please complete our brief giving form at: www.ouclass86.com/give.

Corporate Swag & In-kind Donations

We would also welcome branded items (notebooks, pens, bags, apparel, etc.) that can be distributed to students during scholarship ceremonies and campus events.

Recognition & Visibility

Sponsors and supporters are recognized based on their sponsorship level, with visibility across the reunion website, registration pages, event signage, on-screen displays, and program acknowledgments. Recognition may also include inclusion in campaign emails, verbal acknowledgments during events, and acknowledgment during scholarship award presentations—highlighting each partner’s commitment to education and community.

We ask that you confirm your support no later than **March 15, 2026**. Your partnership will make a lasting difference by ensuring deserving students have access to life-changing opportunities at Oakwood University. Thank you for considering this invitation. We look forward to the opportunity to collaborate with you in building a brighter future for the next generation of Oakwood leaders.

With gratitude,

[Solocitor's - Your Name]
OU 86 Scholarship Endowment Campaign
[Phone] | [Email]

OU 86 Scholarship Endowment Campaign

Corporate Sponsorship & Advertising Opportunities

Who We Are

The OU '86 Scholarship Endowment Campaign is established by alumni of the Oakwood University Class of 1986, together with donors and partners, for the purpose of providing financial assistance to enrolled Oakwood University students with demonstrated financial need. Subject to endowment performance and University policies, beginning **August 2027**, the endowment shall award **four (4) scholarships annually**, with two (2) scholarships awarded in the Fall semester and two (2) scholarships awarded in the Spring semester, each scholarship in the amount of **Five Hundred Dollars (\$500)**.

How You Can Support

Join us in shaping the future of students by supporting the **OU 86 Scholarship Endowment** through sponsorship, advertising, or in-kind gifts.

Sponsorship & Giving Options

- **One-Time or Multi-Year Giving:** Support the Class of '86 Scholarship Endowment through a single contribution or a multi-year pledge that sustains scholarships for future Oakwood University students.
- **Flexible Three-Month Option:** Contribute through three convenient monthly gifts of **\$133.33** (January 15, February 15, and March 15), totaling **\$400**.
- **Corporate Swag / In-Kind Gifts:** Provide branded items (notebooks, pens, bags, apparel, etc.) for students.

All Scholarship Endowment gifts are tax-deductible and directly benefit Oakwood University students.

Gala Table and Ticket Purchase

- **Tickets:** \$250/person
- **Table:** \$2,000 (eight guests)

How To Give

To ensure your generous support is properly recorded and acknowledged, please complete our brief giving form at: www.ouclass86.com/give.

Class of '86 – 40th Reunion Sponsorships

Your logo will be featured in the following ways—commemorative and celebrating our mission and recognizing our supporters:

Sponsorship & Logo Placement Options

\$2,500 — Presenting Sponsor

-  Primary logo placement on reunion **website homepage + ticketing/registration page**
-  Verbal recognition during Gala / Reunion Program
-  Full-screen logo slide (Opening + Closing / Thank-You)
-  Logo featured in **all reunion campaign emails**
-  Included in event recap email + website post
-  2 complimentary gala tickets (optional)

\$2,000 — Platinum Sponsor

- Prominent logo on **website sponsor page** + registration confirmation page
-  Large logo slide rotating during Gala (pre-event + breaks)
-  Logo included in select promotional emails
-  Logo on secondary sponsor banner
-  Verbal recognition during program
-  1 complimentary gala ticket

\$1,500 — Gold Sponsor (Color) | \$1,000 — Gold Sponsor (B/W)

- Logo on **Reunion Website Sponsor Page** (Color or B/W as purchased)
-  Medium logo slide in Gala slideshow loop
-  Logo included in one campaign email
- Logo on event signage board
-  Name recognition during sponsor acknowledgments

\$750 — Silver Sponsor (Color) | \$500 — Silver Sponsor (B/W)

- Logo listed on **Website Sponsor Page**
-  Small logo in Gala rotating slideshow
-  Name + logo listed in email footer sponsor roll
- Listed on event signage (grouped section)

\$400 — Bronze Sponsor (Color) | \$250 — Bronze Sponsor (B/W)

- Logo listed on **Website Supporter Page**
-  Name + logo included in Thank-You sponsor slide
- Name/logo listed on event signage

\$175 — Business Supporter (Color) | \$125 — Business Supporter (B/W)

- Business name + small logo on **Website supporter list**
-  Included in **Gala Program**
-  Name included in group Thank-You slide

\$50 — Patron Listing

- Name listed on **Website Patron Roll**
-  Listed in Gala Program
- Group recognition during the event

How to Give

To ensure your generous support is properly recorded and acknowledged, please complete our brief giving form at: www.ouclass86.com/give.

Advertising Deadline: March 1, 2026

Recognition & Visibility

Sponsors and supporters are recognized based on their sponsorship level, with visibility across the reunion website, registration pages, event signage, on-screen displays, and program acknowledgments. Recognition may also include inclusion in campaign emails, verbal acknowledgments during events, and acknowledgment during scholarship award presentations—highlighting each partner’s commitment to education and community.

Key Dates

- **Ad Commitment Deadline:** March 1, 2025
- **Scholarship Endowment Deadline:** April 1, 2026
- **First Scholarship Awards:** August 2027

Together, we can create opportunities that change lives.

For more information or to confirm your sponsorship:

[Contact Name] – Solicitor Name

Email: [Email Address] | Phone: [Phone Number]

OU 86 Campaign Member Instructions

How to Support Our Fundraising & Scholarship Efforts

Your Goal

Each **OU '86 Campaign Member** is asked to personally contact **at least 25 potential supporters** to request a contribution toward the **Class of '86 Scholarship Endowment**. Supporters may include individuals or organizations. All outreach results should be recorded on your assigned tracking form.

Who to Contact

Suggested Potential supporters may include: Oakwood University alumni and friends, churches and faith, communities, family and friends, local businesses and entrepreneurs, sororities and fraternities, employers and corporate partners, civic, social, and community organizations

How to Make the Ask

Suggested script: *"I am part of the Oakwood University Class of 1986 Endowment Campaign. As we celebrate our 40th Reunion, our class is raising \$40,000 to establish a permanent scholarship endowment that will support Oakwood University students beginning in August 2027. Would you be willing to support this effort with a contribution to our Class of '86 Endowment or a contribution as a 40th Reunion Sponsor?"*

Ways People Can Support

Purchase Reunion Gala tickets, table (\$250/person; \$2,000/table of 8), endowment donation, pledge, 40th Reunion sponsorships, corporate matching donations, and in-kind promotional items.

What to Track

Classmates and solicitors do not need to manage paperwork. Our secure internal giving form automatically captures all required information and is reconciled with the records of the **Oakwood University Office of Advancement** and the **Class Treasurer**.

How to Pay Details

Payment Instructions: To ensure your generous support is properly recorded and acknowledged, please complete our brief giving form at www.ouclass86.com/give. For all contributions—including checks, Homecoming-Alumni Weekend offerings, Graduation, and any other Oakwood University-related gifts—it is **required** that donors include “**Class of 86 Endowment**” in the memo or payment notes. This designation ensures that each contribution is accurately credited to the **Class of 1986 Scholarship Endowment**, allowing the fund to grow and enabling our class to continue providing meaningful financial support to Oakwood University students with demonstrated need.

Submission Deadlines

Gala Table/Tix: February 1, 2026 | **Ad Commitment:** March 1, 2024 | **Endowment Deadline:** March 15, 2026

Together, we will reunite, celebrate, give back, and change student lives.

12-Week Fundraising Action Plan

40 Years | \$40K | 4 the Future
Because Someone Invested in Us.

WEEK 1 – Prepare & Get Grounded

Goal: Set yourself up for success.

- Review the campaign theme, letter, and giving options.
- Bookmark the giving form: www.ouclass86.com/give
- Commit personally to your own \$400 gift (one-time or monthly--\$133.33/month).
- Identify **25 people or organizations** you can comfortably contact.
- Categorize them (family, friends, businesses, alumni, church, employer).

 **Outcome:** You're clear, confident, and ready.

WEEK 2 – Start with Your Inner Circle

Goal: Build early momentum.

- Contact **5–7 close supporters** (family, friends, classmates).
- Use the provided script or letter.
- Emphasize:
 - \$400 = 3 gifts of \$133.33
 - April 4 on-stage check presentation
- Direct everyone to www.ouclass86.com/give.

 **Outcome:** First commitments secured.

WEEK 3 – Follow Up & Say Thank You

Goal: Turn interest into action.

- Follow up with anyone who hasn't responded.
- Thank those who have already given.
- Encourage monthly gifts for ease.
- Remind donors to include “**Class of 86 Endowment**” in memo.

 **Outcome:** Gifts are finalized and goodwill is strengthened.

WEEK 4 – Reach Alumni & Faith Communities

Goal: Expand to values-aligned supporters.

- Contact **5 Oakwood alumni** (any class year).
- Contact **2–3 churches or faith leaders**.

- Frame the ask as:
 - Legacy
 - HBCU or Christian education
 - Paying it forward

 **Outcome:** Broader alumni and community buy-in.

WEEK 5 – Local Businesses & Entrepreneurs

Goal: Secure sponsors and ads.

- Approach **3–5 local or Black-owned businesses**.
- Share sponsorship levels (\$50–\$2,500).
- Emphasize recognition:
 - Website
 - Event signage
 - Gala visibility
- Note **March 1, 2026 high resolution ad/logo deadline**.

 **Outcome:** Sponsorship conversations underway.

WEEK 6 – Corporate & Employer Outreach

Goal: Unlock matching gifts.

- Ask your employer about **corporate matching**.
- Contact HR or Corporate Giving offices.
- Share the Advancement contact.
- Encourage a match to double impact.

 **Outcome:** Larger gifts leveraged through matching.

WEEK 7 – Midpoint Push & Social Sharing

Goal: Re-energize your network.

- Post the campaign theme on social media.
- Share why Oakwood mattered to *you*.
- Invite others to give or sponsor.
- Tag classmates and businesses when appropriate.

 **Outcome:** Visibility and peer momentum increase.

WEEK 8 – Gala Tickets & Tables

Goal: Convert supporters into attendees.

- Promote:
 - \$250 individual tickets
 - \$2,000 tables of 8
- Target:
 - Groups
 - Churches
 - Businesses hosting guests
- Frame it as celebration + impact.

 **Outcome:** Gala participation grows alongside fundraising.

WEEK 9 – Follow-Up Week

Goal: Close open loops.

- Revisit everyone who said “maybe.”
- Answer questions.
- Offer flexible giving options.
- Reinforce deadline urgency.

 **Outcome:** Pending commitments are resolved.

WEEK 10 – Final Business & Sponsor Push

Goal: Secure remaining sponsorships.

- Final reminder to businesses about:
 - Logo submission deadline
 - Recognition benefits
- Encourage Business Supporter or Patron levels if higher tiers aren't possible.

 **Outcome:** Sponsorship roster finalized.

WEEK 11 – Gratitude & Final Appeals

Goal: Finish strong.

- Thank all donors and sponsors personally.
- Invite last-minute supporters to help close the gap.
- Highlight the **April 4, 2026 on-stage check presentation**.

 **Outcome:** Campaign energy peaks.

WEEK 12 – Celebrate & Prepare for Presentation

Goal: Close with excellence.

- Confirm all gifts are recorded.
- Ensure memos say “**Class of 86 Endowment.**”
- Celebrate your role in the legacy.
- Get ready for 40th Reunion Weekend.

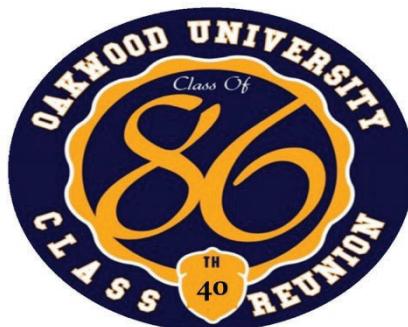
💡 **Outcome:** \$40,000 raised. Legacy secured.

KEY REMINDERS (EVERY WEEK)

- Use www.ouclass86.com/give for tracking.
- No paperwork required—everything is reconciled with Advancement and the Class Treasurer.
- Always remind donors to include:
“**Class of 86 Endowment**” in memo or payment notes.

You Don’t Have to Do Everything—Just Do Your Part.

Small, consistent actions over 12 weeks will ensure that **because someone invested in us, we now invest in the future.**



Together, we will reunite, celebrate, give back, and change student lives.



Donate today:
<https://ouclass86.com>

