

## Krupp Scholarship Challenge A Fantastic Opportunity . . .

Today's times are challenging. Here is a challenge that will have a very **positive** benefit for Brandeis University, our donors, your chapter, and most of all our students.

We are pleased to share news about the Krupp Scholarship Challenge for Brandeis University. Liz and George Krupp, friends of Brandeis University, have offered the University a \$1 million challenge for scholarships in the arts and humanities. For each new or increased gift of \$2, they will provide \$1 for scholarship funds. The goal is to reach a total of \$3 million. This initiative seeks to meet the University's greatest need — financial aid for aspiring undergraduate students. Despite these difficult economic times, Brandeis is committed to ensuring that no student will be forced to leave for lack of financial support. The Krupp Challenge is a wonderful way to have the amount of one's donation increased.

### How the Challenge works

- ❖ New and increased gifts for scholarships count for the challenge.
- ❖ If a donor gave \$500 in 2008 for any purpose, she/he will need to increase her/his contribution in 2009 to qualify and will also have to designate the 2009 gift for scholarships.
- ❖ The amount of the increase is what will be counted for the challenge.
- ❖ Example – a donor's total 2008 gift was \$1,000. Her 2009 gift is \$1,500 and designated for scholarships. The increase of \$500 will count toward the challenge grant.
- ❖ New donors will have their entire gift count toward the challenge.

### Benefits for BNC

- ❖ A wonderful incentive to ask donors to increase their giving over the previous year
- ❖ An incentive to reach out to new donors
- ❖ All gifts count towards BNC's goal for its new campaign – *Fulfilling the Promise: Libraries and Scholars*

**Let's challenge ourselves to successfully meet this "Challenge."**

