

{Madison for Keeps}

Alumni association boosts Madison for Keeps

Board members put emergency aid initiative over \$100,000 mark at Homecoming

After a call for help from the university advancement office, the JMU Alumni Association Board of Directors stepped up to keep financially strapped students in school. The board donated \$25,000 to Madison for Keeps. The emergency student aid initiative is helping students from families affected by the bad economy. To date, the program has raised \$219,000, and 45 students have received much-needed grants.

Alumni board members say they hope their donation inspires other alumni. "We're hoping that this \$25,000 gift is just the first in a series of more announcements that people are getting on board and helping JMU students," says A-J Fischer ('92), alumni president. Individual board members have also supported Madison for Keeps.

The Class of 1999 answered the challenge at its 10-year reunion during Homecoming. Class members celebrated with a tailgate and evening reception, and they



decided to donate some of the proceeds from their reception to Madison for Keeps.

Help ensure that current Madison students enjoy their own 10-year alumni reunions. Give today online at www.jmu.edu/madison4keeps.

JMU alumni and university advancement staff members volunteered to work a Madison for Keeps gift table during the Homecoming game on Oct. 18. Alumni donations are helping students at risk of leaving school due to their families' financial hardships.

{Welcome Class of 2013}



Alum from day one

The JMU Alumni Association gave *JMU Fight Song* T-shirts to most of the freshman class and new transfer students as part of the August Orientation program on Aug. 21. "The program is a huge success for getting the word out to incoming students about the role the alumni association plays in their Madison Experience," says Kevin Gibson ('05), assistant director of alumni relations for volunteer management. The T-shirts feature the *JMU Fight Song*, written upside down on the front of the shirt so that new students can read the lyrics while singing along at football games. The shirt also features "Alum from Day One" on the back. Members of the Class of 2013 and transfer students stood in line at The Commons to get their T-shirts.



Freshmen show off their new "Alum From Day One" T-shirts before heading to the Orientation Week Pep Rally in the Convo.

{Purple Pride}

TAILGATE TIME

The JMU Alumni Association and Duke Club co-hosted four away football game tailgates this season at Maryland, Liberty, William & Mary and Delaware. JMU alumni, fans and families invaded campuses with their Purple Pride and were treated to special performances by the Marching Royal Dukes.



On Sept. 26, alumni "tailgate" inside before cheering on JMU to a 24-10 win over Liberty.