

Going "MAD" for Madison

Student Alumni Association partners with alumni to keep a Duke a Duke

BY JAMIE JONES MILLER ('99), *president, JMU Alumni Association Board*

This spring, the JMU Alumni Association Board of Directors joined the newly-established Student Alumni Association in going "MAD for Madison" by announcing a new matching gift program. In 2013, the Office of Alumni Relations and the Office of Annual Giving joined forces to launch the "Go MAD for Madison" campaign, aimed to empower and educate students as donors, and to demonstrate the value of individual donations.

Membership in the Student Alumni Association and participation in "Go MAD for Madison" campaign is a great way for students to have a direct impact on the lives of other students at JMU. That's why the JMU Alumni Association board was proud to announce a matching challenge to the Student Alumni

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— JAMIE JONES MILLER ('99)



The Student Alumni Association's Go MAD 5K brought in 93 new donors and raised student giving above a record 10 percent.

Association as they seek to increase their membership to more than 500 student donors for 2013–14.

The Student Alumni Association creates opportunities for students to interact with alumni to form meaningful, lasting relationships long after graduation. This organization also encourages and promotes the philanthropic spirit that helps to advance the mission and development of JMU.

Each new student who joins the Student Alumni Association by making a donation to JMU through the campaign trig-

gers a matching gift made by the alumni association. The matching gift will be made to the Madison Forever Scholarship fund, which helps students whose futures at JMU are in jeopardy for financial reasons.

The alumni association board members are proud to help a Duke stay a Duke through our support of the Madison Forever Scholarships, and we hope that our partnership with the Student Alumni Association will encourage student donors to become alumni donors, thereby increasing JMU's alumni giving rate, a critical priority for the JMU community.

Our alumni chapters are also stepping up to "Go MAD" through the Alumni Chapter Challenge. Gifts through May 31, 2014, from JMU alumni within a 30-mile radius of one of 20 regions worldwide will count as part of the Chapter Challenge. That's more than 76,000 alumni! All gifts by alumni, in any amount, to any fund, count toward the chapter closest to their location. The winning chapter(s) will be announced at the Madison Alumni Conference on June 1. Grants will be awarded to the chapter exceeding the JMU alumni giving goal of 8 percent, the chapter with the largest percent-

Meaningful involvement

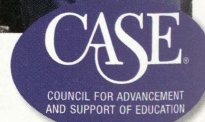
Be a part of the Madison Alumni Conference BY JAMES IRWIN ('06)

More than 60 alumni leaders return to Harrisonburg in the summer to attend the annual Madison Alumni Conference, a weekend-long program designed to recruit, train and recognize alumni volunteers. The partnership-driven conference welcomes back current and former JMU Alumni Association chapter leaders, Duke Club reps and admissions recruitment volunteers who represent Madison at college fairs throughout the country. The Madison Alumni Conference is a winner of the Council for the Advancement and Support of Education District III's prestigious CASE Award of Excellence. The

conference builds a network of JMU graduates who are informed, involved and invested in shaping the future of James Madison University.

"As an alum, the MAC conference is a great opportunity to gain insight into what's happening around campus," says Heather Cote ('09), a member of the MetroDukes Chapter who served as vice president for membership and outreach from 2011 to 2013.

The workshop-oriented weekend features a keynote presentation from JMU President Jonathan R. Alger, networking opportuni-



ties and speakers from all areas of the JMU community.

Make plans and register for the 2014 Madison Alumni Conference from May 30 to June 1.

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