



The Raymond A. Mason School of Business is at the cutting edge of where management education is headed, which is bringing companies, industry leaders, alumni, faculty and program teams together to figure out what it really takes to make our students truly career-ready and to connect them to world-class opportunities. This campaign, at this time in our history, is crucial to our capacity to deliver this promise for “all time coming.”

So very much of our success as well as our ability to innovate, dream, and grow is due to the vision, commitment and enabling generosity of our alumni and friends. I hope you will join us in this campaign and help us make the remarkable possible for our current students and those fortunate enough to join the great Tribe community in the future.

**Larry Pulley '74**

*Dean*

*Raymond A. Mason School of Business*



# Raymond A. Mason School of Business

WILLIAM & MARY

## GOALS & PRIORITIES

# For the Bold

THE CAMPAIGN FOR WILLIAM & MARY



William & Mary is a place that we know will be good stewards of our support. Our gift to the Raymond A. Mason School of Business will continue to pay it forward for generations. This campaign is a great opportunity to make a real difference in the lives of students and professors. Join us and be part of this.



Rob '74 &  
Jean Estes '75  
*Raymond A. Mason  
School of Business  
Representatives  
Campaign Steering Committee*

## Pillar I: Where Great Minds Meet | \$71 million

### SCHOLARSHIPS | \$35 million

- M.B.A. Fellowships | \$30 million
- M.Acc. Fellowships | \$5 million

### TEACHING EXCELLENCE | \$36 million

- Faculty Support
- Chairs | 3 @ \$5 million | \$15 million  
Hire and retain world-class faculty
- Distinguished Professorships | 5 @ \$3 million | \$15 million
- Clinical/Adjunct Professorships | 2 @ \$2.5 million | \$5 million
- Practitioner-Led Courses | 4 @ \$250,000 | \$1 million  
Real-world practitioners teaching courses in specialized industries

## Pillar II: Making the Remarkable | \$74 million

### ENGAGED LEARNING, INNOVATION AND COLLABORATION | \$69 million

- Innovation Funds | \$10 million  
Dean's Fund for Educational Innovation and start-up funding for new program initiatives
- Programmatic Funds | \$7 million  
Student experience endowed funds
- Named Endowed Funds for Faculty Excellence and Curriculum Development | 20 @ \$100,000 | \$2 million  
Endowed faculty support
- Raymond A. Mason School of Business Annual Fund | \$10 million
- Named Centers for Excellence | 4 @ \$10 million | \$40 million

### BUILDINGS AND FACILITIES | \$5 million

- Center Space Expansion and Build-out in Alan B. Miller Hall | \$5 million

## Pillar III: A Passion for Impact | \$5 million

### LEADERSHIP INITIATIVES | \$5 million

- Endowed Fund for Leadership and Ethics | \$5 million  
New leadership program



**\$150 million**

**1** **Where Great Minds Meet**

**\$71 million**

**2** **Making the Remarkable**

**\$74 million**

**3** **A Passion for Impact**

**\$5 million**

# For the Bold

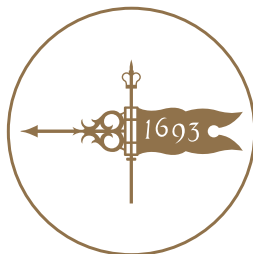
“I was bold in the pursuit of knowledge,  
never fearing to follow truth and  
reason to whatever results they led.”

-THOMAS JEFFERSON 1762, LL.D. 1783

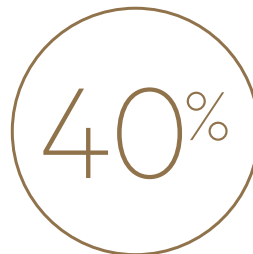
## Support the Raymond A. Mason School of Business

Private donations to the Raymond A. Mason School of Business are critically important and make a direct impact for students and for the business school, providing significant financial investments in our facility, faculty, staff, scholarships and academic programs. These gifts enable us to expand beyond traditional teaching molds by providing our students with a unique approach to business education.

### UNIVERSITY CAMPAIGN GOALS



**Strengthen alumni  
engagement**



**Achieve 40 percent  
alumni participation**



**Raise \$1 billion**

**FortheBold.wm.edu**

Laura Doherty

Executive Director of  
Development & Alumni Relations

Raymond A. Mason  
School of Business

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