

# JAMES MADISON UNIVERSITY.

Campaign kickoff video



the  
**MADISON CENTURY**  
CAMPAIGN FOR  
JAMES MADISON UNIVERSITY

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Celebrating  
**MADISON CENTURY**  
JMU's History



## 20/20 is all about loyalty

Margaret Brooks Burruss ('45) vividly remembers her days at Madison. Even as World War II raged, she made close friends, learned about business and found self-assurance in her talent as an artist.

"I gained so much just by being there. It really taught me a lot," she says. Burruss was the youngest in her family, and due to the Depression, not all of her siblings finished college. "My father once told one of his nephews, 'Send your daughter one year, even if you can't send her to any more. It will give her confidence. It is a good experience to go through. It will mature her.' He was right."

Burruss is thankful her parents supported her to finish her degree. She's never forgotten their gift to her, nor has she forgotten to give something back.

Burruss is part of a growing list of [donors who have given to JMU](#) for more than 20 years. These alumni, employees and friends, dubbed 20/20, have given at least \$20 for at least 20 years.

Linda Elliott, director of donor relations, says loyalty is key for the more than 680 people who have given year after year for at least two decades. Thirty-one of these loyal donors are current JMU employees. She says it is possible that some of these folks have given to Madison for more than 20 years, but electronic records only go back for 24 years.

## Sustaining Madison's growth

Through big gifts and small, these loyal donors have helped to sustain JMU's growth.

"I think they have a great connection to the university and want to see it succeed. They've made this huge commitment and stood by the university and stood by what they've given too," Elliott said.

Burruss, who has stayed connected to JMU as her daughter attended and as one of her grandchildren graduated, has given consistently to a scholarship fund for teachers. "I just hope that it gets some good teachers out there for our children," she says.

## Maintaining a connection

Wanda Franklin Packett ('80) of Richmond, has given to JMU for at least as long as the school has electronic records. "I have been a regular contributor to JMU because I have very fond memories of my years there, and it helps me in a small way stay connected with the school," Packett says.

Bradley P. ('79) and Leslie Lockhart Intemann ('84) of Bridgewater met at JMU and have given to their alma mater for 22 years. They say they give back, in part, because they also wanted to stay connected to the school.

"We both enjoyed our years at JMU. We loved the school and the area so much that we stayed in the Harrisonburg area after we graduated," Leslie says. "Being so close to campus, we've been able to attend most football and basketball games, which has helped us still feel a part of the university life."

## Appreciating the opportunity to give

Herman "Butch" Hale ('73) has given to the university every year since he graduated. He says he was inspired to give that first year because of a letter sent by the alumni relations office that asked for alumni to give \$10 for each year they were out of college. He said he felt like he could send \$10. "That's how I started. I thought they were doing a nice job and I certainly appreciated the opportunity to give there," Hale says.

Just as JMU has grown, so has Hale's giving. The one thing that hasn't changed is his devotion to his alma mater. Alumni such as Hale are indicative of how inspiring 20/20 donors are, Elliott says, because



Gifts, both large and small, sustain JMU's growth

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their participation is about loyalty, not just about how much they give. "They're the backbone of the university," Elliott said. "We appreciate their unwavering support and look forward to future decades of giving."