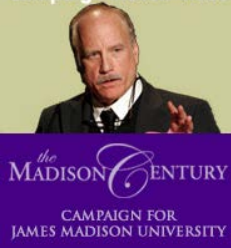


JAMES MADISON UNIVERSITY.

Campaign kickoff video



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The Kick Off - March 15, 2006

"Today it is my honor to announce a new initiative that will ensure James Madison University's ability to unleash the power of knowledge well into its second century,"
- President Linwood H. Rose

James Madison University launched its first-ever comprehensive capital campaign Wednesday, March 15, 2006, announcing a goal to raise \$50 million to support teaching and learning and to complete the fundraising drive in 2008, when Madison celebrates its 100th year.

"Today it is my honor to announce a new initiative that will ensure James Madison University's ability to unleash the power of knowledge well into its second century," President Linwood H. Rose told the 450 guests attending the annual invitation-only Scholarship Luncheon, where "The Madison Century: A Campaign for James Madison University" was officially kicked off.

The annual scholarship luncheon was chosen as the campaign kickoff venue because it honors JMU's scholarship donors on the annual celebration of the university's founding on March 14, 1908, and the March 16 birthday of its eponym, [President James Madison](#), Father of the Constitution.

The campaign will secure the necessary private resources for JMU to attain the "vision of the role we want Madison to play on the national stage," Rose said. "We want to be a leader among colleges and universities - blending the very best attributes of a larger research university with the very best attributes of a smaller, liberal arts college - for the ultimate benefit of our students."

"You are already aware of the transformative impact that private support can have in the life of a student," he told the crowd, many of whom are scholarship donors. "Building on the legacy you have created, we will invite all members of the Madison family to help change the world by taking part in the Madison Century campaign."

A "seven-figure-gift" ([see news story](#)) toward the campaign was announced during the event.

During the "quiet phase" of the capital campaign, which began in mid-2002, Madison has raised more than half of its goal. Almost three dozen leadership donors helped raise that amount.

Kick Off Videos

[Actor Richard Dreyfuss delivers the campaign key...](#)

Oscar-winning actor Richard Dreyfuss delivered the keynote address at the annual Scholarship Luncheon, where "The Madison Century: A Campaign for James Madison University" was officially kicked off March 15. [View video of the Dreyfuss keynote with introduction by Steve Leeolou \('78\)](#)

Be The Change

[View the 'Be The Change' video played at the March 15 event](#)

[Steve Leeolou \('78\) and President Linwood Rose](#)

[JMU President Linwood Rose and Steve Leeolou \('78\) announce the Madison Century Campaign. View video](#)

