

EMORY UNIVERSITY. OFFICE OF DEVELOPMENT.

Office of Development records, 1916-2000

Emory University
Emory University Archives
Stuart A. Rose Manuscript, Archives, and Rare Book Library
Atlanta, GA 30322
404-727-6887
rose.library@emory.edu

Descriptive Summary

Creator: Emory University. Office of Development.
Title: Office of Development records, 1916-2000
Call Number: Series No. 91
Extent: 6 linear ft. (13 boxes)
Abstract: The Emory University Office of Development started major fundraising campaigns in the 1950s to raise capital for the University. In addition to general fundraising, the Office of Development oversaw two major initiatives, the Merit Program, 1960s, and Campaign for Emory, 1980s. Through Campaign for Emory, the Office of Development and Office of Alumni Relations fostered a working relationship which eventually led to a merger of the two into the Office of Development and Alumni Relations. The collection consists of the records of the Office of Development at Emory University. The bulk of the records date from the 1950s through the 1990s and include administrative materials, donor and prospective donor lists, correspondence, and printed material. The Merit Program and Campaign for Emory initiatives are well documented in the collection. Newspaper and magazine clippings relating to fundraising at Emory and other educational institutions are also included.
Language: Materials entirely in English.

Administrative Information

Restrictions on Access

Special restrictions apply: selected material closed to research until 2074 in accordance with Emory University Archives access policy for donor records. Series 8 restricted in accordance with Emory University Archives access policy for unprocessed material. Additionally, researchers must contact MARBL in advance to access the audiovisual material in this collection.

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Source

Transfer

Citation

[after identification of item(s)], Office of Development records, Emory University Archives, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

Processing

Processed by Ryan Taylor, May 2011.

Collection Description**Administrative History**

The Emory University Office of Development was integral in propelling the University to the national prominence it enjoys today. Through its dogged fundraising efforts, the Development Office launched two major initiatives, the Merit Program and the Campaign for Emory, which marked the turning point that elevated Emory's reputation from a smaller Southern school to a national player in research and academics.

Major fundraising efforts began in the 1950's and continue today. They draw upon corporations, national foundations, and alumni to raise capital for the University. Today, the Development Office is partnered with Alumni Relations to foster greater cooperation with those who have left Emory and wish to continue their support, as well as drawing on connections made by Emory graduates in their personal and professional lives.

Scope and Content Note

The Office of Development records document the most comprehensive fundraising efforts on the part of Emory University, including the Merit Program and the Campaign for Emory in the 1960s and 1980s, respectively. The records in this collection measure five linear feet and cover the time from 1916 to 2000, with the bulk of the records from the mid-1950s to the late 1990s. The collection is comprised primarily of correspondence, administrative materials, lists, and printed material, and is arranged into seven series: Administrative Materials, Clippings, Correspondence, Donors, Printed Materials, Prospects, and Video recordings.

The Administrative Materials series, 1953-1999, contains various materials related to development program planning, memorandums, internal operating instructions, and addresses and statements. Additionally, it contains lists detailing the Board of Trustees and Board of Visitors throughout the years, as well as a comprehensive profile of Emory University published in the 1960s. All items in this series are restricted.

The Clippings series, 1916-1995, contains newspaper and magazine clippings that detail life at Emory as well as its fundraising efforts. Additionally, there are clippings that detail development efforts at other institutions.

The Correspondence series, 1965-1995, contains correspondence related to development and fundraising issues at the University. It also contains letters of acknowledgement to faculty members who donated during the 1980s. All items in this series are restricted.

The Donors series, 1965-1989, contains materials related to donations to the University, including Campaign for Emory Gift Summaries prepared by the Office of the Chairman, donation lists, and profiles of individual donors and their recorded gift histories. All items in this series are restricted.

The Printed Materials series, 1966-2000, contains various booklets for different Campaign for Emory initiatives, brochures and booklets related to the Merit Program, as well as published, public donor reports documenting gifts to both the School of Medicine and the University during the 1990s.

The Prospects series, (1965-1989), contains lists of prospective donors, both individuals and companies, as well as prospect evaluation cards which rate prospective donors based on their potential abilities to give. All items in this series are restricted.

The Photographic slides and audiovisual recordings, (1967-1991), contains three VHS cassettes from the Emory Campaign featuring promotional video as well as two folders of photographic slides. One group of slides is from a dinner in honor of Judson (Jake) C. Ward upon his retirement and includes the corresponding speech while the other group is from a presentation about the Merit Program.

Arrangement Note

Organized into eight series: (1) Administrative material, (2) Clippings, (3) Correspondence, (4) Donors, (5) Printed material, (6) Prospects, (7) Photographic slides and audiovisual recordings, and (8) Unprocessed additions.

Description of Series

[Series 1: Administrative material, 1953-1999](#)

[Series 2: Clippings, 1916-1995](#)

[Series 3: Correspondence, 1965-1995](#)

[Series 4: Donor files, 1965-1989](#)

[Series 5: Printed material, 1966-2000](#)

[Series 6: Prospects, 1965-1989](#)

[Series 7: Photographic slides and audiovisual recordings, 1967-1991](#)

[Series 8: Unprocessed additions](#)

Series 1
Administrative material, 1953-1999
Boxes 1-2

Scope and Content Note

The Administrative Materials series, 1953-1999 (1 linear ft.), contains various materials related to development program planning, memorandums, internal operating instructions, and addresses and statements. Additionally, it contains lists detailing the Board of Trustees and Board of Visitors throughout the years, as well as a comprehensive profile of Emory University published in the 1960s.

Arrangement Note

Arranged by file type.

Restrictions on Access

Special restrictions apply: Series 1, Administrative material, is restricted in accordance with Emory University Archives policy. Items in this series are closed until 2074.

Series 2
Clippings, 1916-1995
Box 3

Scope and Content Note

The series contains newspaper and magazine clippings related to life at Emory University as well as the University's fundraising efforts. Additionally, there are clippings that detail development efforts at other institutions.

Arrangement Note

Arranged in chronological order.

Box	Folder	Content
3	1	Clippings 1916-1941
3	2	Clippings 1961-1975
3	3	Clippings 1981-1995

Series 3
Correspondence, 1965-1995
Boxes 4-5

Scope and Content Note

The Correspondence series, 1965-1995 (.5 linear ft.), contains correspondence related to development and fundraising issues at the University. Additionally, it contains letters of acknowledgement to faculty members who donated during the 1980s.

Arrangement Note

Arranged in chronological order.

Restrictions on Access

Special restrictions apply: Series 3, Correspondence, is restricted in accordance with Emory University Archives policy. Items in this series are closed until 2070.

Series 4
Donor files, 1965-1989
Boxes 5-7

Scope and Content Note

Series contains materials related to donations to Emory University, including Campaign for Emory Gift Summaries prepared by the Office of the Chairman, donation lists, and profiles of individual donors and their recorded histories of gifts.

Arrangement Note

Arranged by file type.

Restrictions on Access

Special restrictions apply: Series 4, Donor files, is restricted in accordance with Emory University Archives policy. Items in this series are closed until 2064.

Series 5
Printed material, 1966-2000
Boxes 8-9

Scope and Content Note

Series contains various booklets for different Campaign for Emory initiatives, brochures and booklets related to the Merit Program, as well as published, public donor reports documenting gifts to both the School of Medicine and Emory University in the 1990s.

Arrangement Note

Arranged by file type.

Box	Folder	Content
8	1	Campaign for Emory General Materials
8	2	Campaign for Emory Newsletters 1991-1992
8	3	Campaign for Emory Published Articles
8	4	"The Campaign for Business" booklet
8	5	"The Campaign for Emory Libraries" booklet
8	6	"The Campaign for Emory School of Medicine" booklet
8	7	"The Campaign for Information Technology" booklet
8	8	"The Campaign for Law" booklet
8	9	"The Campaign for Nursing" booklet
8	10	"The Campaign for Oxford College" booklet
8	11	Development General Materials [1 of 2]
8	12	Development General Materials [2 of 2]
8	13	Merit Program Brochures
8	14	Merit Program General Materials
8	15	Merit Program: Library for Advanced Studies fundraising booklet
8	16	Merit Program: New Building for the School of Dentistry fundraising booklet
8	17	Merit Program: Oxford College Library fundraising booklet
8	18	Merit Program printed articles
9	1	Merit Program in Review booklet
9	2	Merit Program: School of Nursing fundraising booklet
9	3	Merit Program Statement of the Case booklet
9	4	Merit Program: Student Center Expansion fundraising booklet
9	5	School of Medicine Donor Report 1993-1994
9	6	School of Medicine Donor Report 1994-1996
9	7	University Donor Report 1992-1993
9	8	University Donor Report 1993-1994
9	9	University Donor Report 1994-1995
9	10	University Donor Report 1995-1996

9	11	University Donor Report 1997-1998
9	12	University Donor Report 1998-1999
9	13	University Donor Report 1999-2000

Series 6
Prospects, 1965-1989
Boxes 10-11

Scope and Content Note

Series contains lists of prospective donors, both individuals and companies, as well as prospect evaluation cards which rate prospective donors based on their potential abilities to give.

Arrangement Note

Arranged by file type.

Restrictions on Access

Special restrictions apply: Series 6, Prospects, is restricted in accordance with Emory University Archives policy. Items in this series are closed until 2064.

Series 7**Photographic slides and audiovisual recordings, 1967-1991****Box 12****Scope and Content Note**

Promotional video recordings of Emory University fund raising efforts and photographic slides from a Merit Program presentation and a speech given in honor of Judson (Jake) C. Ward.

Arrangement Note

Arranged by title.

Restrictions on Access

Special restrictions apply: Researchers must contact MARBL in advance to access audiovisual materials in this collection.

Box	Folder	Content
12		Emory University, Emory Campaign, 8:13, BURST VIDEO, VHS cassette, November 11, 1990
12		Emory University, Emory Campaign Burst, 8:13, VHS cassette, January 4, 1991
12		Emory University, Emory Campaign Burst, VHS cassette, undated
12	1	Slides and speech from "Jake Ward Appreciation Dinner," 1979
12	2	Slides from Merit Program presentation, circa 1967

Series 8
Unprocessed additions
Box 13

Restrictions on Access

Special restrictions apply: series restricted in accordance with Emory University Archives access policy for unprocessed material.
