

Campaign Name - The W. E. B. Du Bois Walk of Scholars Campaign

The W. E. B. Du Bois Conference Description - The 2013 Clark Atlanta University W.E.B. Du Bois Conference will serve as a community platform for cultural and intellectual sharing. Scholars, young and old, from various communities throughout the United States will convene to learn and share about the lives, scholarship, and contributions of W.E.B. Du Bois and other influential and prominent African Americans.

What does Du Bois Walk of Scholars Campaign support? - With 2013 marking the 50th anniversary of the passing of Dr. W. E. B. Du Bois, CAU celebrates his life and scholarship remembering that here is where he wrote his most influential works as a professor at Atlanta University. As Clark Atlanta University faculty and students continue scholarly research in the footsteps of Du Bois, we find the time is now to celebrate achievement and further our development by engaging in interdisciplinary and international introspection of the life, scholarship and activism of Du Bois. The conversation will help shape how we respond to the challenges of today as we prepare for the future of an ever-changing global environment.

The campaign seeks to support student, faculty and curriculum development centered around the celebration and conference of scholar and activist Dr. W. E. B. Du Bois by launching a friendly competition to raise funds amongst the university's alumni, students, faculty, staff, corporations, individual donors, clubs, schools, units, etc. Groups are asked to join with members of their greatest affinity and work collectively to raise funds that will support the Du Bois Legacy Project and student scholarships.

How can I participate? - Participants can purchase bricks at specific set dollar amounts or they may make outright gifts to the campaign of any dollar amount. In order to purchase a brick, name plate, or bench, individuals must meet the following threshold:

Platinum Sponsor \$25,000

Only (10) available at this category and includes the following:

Name plate on plaque to appear on the "Du Bois Circle" consisting of the top 10

Gold Sponsor \$10,000

Only (2) available at this category and includes the following:

Name plate on the Du Bois Walk of Scholars bench

Bronze Sponsor \$2,500

Only (25) available at this category and includes the following:

Name on limited edition sized brick at the Du Bois bust

Walk of Scholar Brick Patron \$250

Only (250) available at this category and includes the following:

Name on regular sized brick at the Du Bois bust

How can students help? - The Student Campaign asks that every student to give at least \$25 or more toward their class gift and designate it the Du Bois Walk of Scholars. The winning student class will get a plate on the Walk of Scholars.

How can I make a gift? - Invest in CAU's future by making your gift and/or annual pledge ONLINE: via credit/debit card: <https://donations.cau.edu/donations.aspx> or BY CHECK: made payable to "CAU Du Bois Project" and sent to Institutional Advancement, Clark Atlanta University, 223 James P. Brawley Drive, S.W., Atlanta, GA 30314