



Bennett

COLLEGE

STAND WITH BENNETT
SOCIAL CAMPAIGN OVERVIEW

Office of the President

Women's Education

Bennett College in Greensboro, North Carolina, is one of only two historically black women's colleges in the United States. Founded in 1873 as a coeducational institution, Bennett has made the broadening of perspectives and the development of the leadership skills of black women its focus since 1926.

Martin Luther King Visits Bennett

Bennett's first female President, Dr. Willa B. Player, was the country's first black woman college president with an earned Ph.D. On her watch, Dr. Martin Luther King, Jr. found a safe space to lecture at Bennett in February 1958 when other schools and churches rebuffed him.

Belles of Liberty

The "Belles of Liberty" stood with the four freshmen from N.C. A&T State University as they integrated Woolworth's segregated lunch counters in downtown Greensboro in 1960.



We have 45 days (as of 12/18) to raise funds to help Bennett College maintain its accreditation with SACSCOC. February 1, 2019, is our target date for accomplishing this goal.

Over the past two years, Bennett has made significant gains in addressing our financial stability. Some of the significant strides made to achieve sustainability include:

- Bennett generated a surplus of \$461,038 and had no audit findings.
- Bennett was approved for a capital loan deferment over a six-year period with a financial benefit of nearly \$9 million.
- Bennett has steadily increased its fundraising from \$3.47 million to \$4.25 million over a 3-year period.
- Bennett's enrollment has been trending upward for 2 years, from 409 in 2017 to 471 in 2018.
- Bennett's retention rate is also significantly up, from 44% in Fall 2017 to 53% in Fall 2018.
- The average GPA of new freshmen increased from 2.8 in 2017 to 3.2 in 2018.
- Bennett continues supporting mission activities and academic and student programs.
- Despite all of these accomplishments, SACSCOC felt that we fell short. We are appealing their decision and working hard to demonstrate that we are fiscally stable. This requires us to raise additional money to reduce our debt and improve our cash position.
- When you **#StandWithBennett**, you are preserving the legacy and excellence of black women in the U.S. Since 1873, [@BennettCollege](https://www.bennettcollege.edu) has created a place for black women's voices and brilliance to be developed and cultivated.

- It's the season of giving; please donate to Bennett College today and support saving this Institution, which would be the biggest gift for the legacy of HBCUs. Use the link in my bio and share by using #standwithbennett.
- I donated, so I'm asking you to donate to save Bennett College and preserve the legacy of HBCUs. Donate and share using #standwithbennett.
- I gave, so I'm asking you to give and be a part of the village that saves Bennett College. #standwithbennett
- Since 1873, Bennett College has created a place for black women's voices and brilliance to be developed and cultivated. Please support the preservation of our legacy by donating today with the link in my bio. #standwithbennett
- At our peak in the 1930s, we had 121 HBCUs; now we're down to 101. Don't let Bennett close its doors, shrinking the number to 100. Donate today using the link in my bio and share using #standwithbennett.

** Whichever talking point used, the copy needs to end with a call to action directing followers to click the link in your bios to donate today.*

- It's Bennett College today, but your HBCU could be at risk for closure tomorrow. We have to rally together to save our schools. HBCUs were there for us when we couldn't get an education anywhere else in the past, so we must be there for them now. Please donate today using the link in my bio. #standwithbennett
- We have until February 1st to save Bennett College. That gives us 42 days (as of the posting date on 12/21) to preserve 145 years of Bennett history and provide a future for Bennett Belles to come. Please help me keep the Bennett Bell ringing by donating now using the link in my bio. Spread the word using #standwithbennett.
- HBCUs are the thread that knit African American communities together across the nation. With a majority of these institutions founded during Reconstruction, while America was rebuilding, African Americans were building its first generation of college-educated men and women. These HBCU graduates would become pioneers of industry in the African American community as well. The success and legacy of HBCUs is at the very core of African American education, wealth and overall economic development. We cannot let them fail. Please donate to Bennett today using the link in my bio and share using #standwithbennett.

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Campaign Flyer

- To be distributed separately as well



VIDEO
TESTIMONIAL

Page 1

ST♥ND
WITH
BENNETT

#StandWithBennett
by donating at
www.bennett.edu/standwithbennett

Page 2

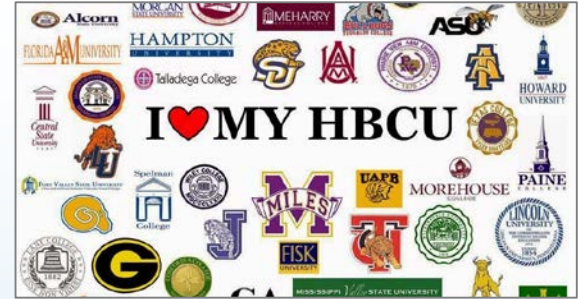
Link in Bio:

<http://www.bennett.edu/standwithbennett/>

To inspire shares, we are asking all who post to specifically call out and tag at least 3 people or organizations in their network to inspire further giving.

Recommended partners include the following:

- HBCU students, alumni, organizations and anyone with HBCU affiliations
- Greek/Frat Organizations (The Divine Nine)
- AA (African American) Media Publications
- Social Influencers
- Women's colleges, organizations and groups



Content Format

- Video Testimonial with flyer on Instagram, Twitter and Facebook (social users age 45-65, our alumni base, predominately live on Facebook)

Post Date and Time

- Friday, 12/21/18 at 9am PST for east coast lunchtime engagement and coast to coast media coverage

Donation Link

- Please keep the donation link in your bio for at least a week (until 12/28) following the post for donor use (with the dream ask until 2/1/19 when the campaign ends)

Hashtag

- #StandWithBennett

Attire

- Stand With Bennett T-Shirt

Donation Challenge

- I gave so I'm asking you to give to save Bennett College and preserve the legacy of HBCUs.
- We ask that you ask/tag at least three friends in your network to give as well.
- Please donate whatever you feel comfortable for authenticity with the post request.

Tone

- Authentic, Inspirational, Tangible



JUSSIE SMOLLETT
\$4.5M TWITTER FOLLOWERS



JURNEE SMOLLETT
\$150K TWITTER FOLLOWERS



SMOLLETT EATS



OTHER CELEBRITY ENDORSEMENTS (IN DISCUSSION)



TARIK COHEN
\$62K TWITTER FOLLOWERS



JULIUS PEPPERS
\$17K TWITTER FOLLOWERS



STEVEN A. SMITH
\$3.8M TWITTER FOLLOWERS



Bennett

C O L L E G E

THANK YOU

Office of the President