

***Increase Alumni Giving      Increase Enrollment      Better Alumni Support***  
***Increase Young Alumni Participation      Improve Brand Awareness***

Greetings Morehouse Brothers,

I truly appreciate this opportunity to serve our 16,000 + alumni in the US and abroad. As the President of the Morehouse College National Alumni Association, I am deeply and passionately committed to making a difference in the lives of both current Morehouse students and alumni. It is therefore with this goal in mind that I share my administration's' primary objectives.

During my tenure as President, We will focus on key initiatives that will strengthen the Morehouse College National Alumni Association by developing stronger strategic alignments with our alma mater. We will **increase alumni giving** in order to continue to build a solid foundation for growth. We will **increase enrollment** by partnering with the college to help recruit the best and brightest students. We will also **improve our alumni career services support** by providing workshops designed to help our alumni reach their career goals. Furthermore, we will **increase young alumni participation** in the Morehouse College National Alumni Association by making it easier for them to join. Collectively, the fulfillment of these key initiatives will strengthen our respective chapters, enhance our on-campus student connection, and **improve both the national and international brand awareness** of our beloved Morehouse College.

While each of these key initiatives will be further discussed throughout my term as President, let me further disclose that our base annual membership dues of \$75 will remain in place for alumni. We strongly encourage every Morehouse graduate to increase their commitment to this organization by becoming a 'Life Member' for \$700, or a 'Thousandaire Member' for \$1,000. These membership levels pay dividends by saving you money in the long term, while helping YOUR alumni association achieve its' short-term objectives.

Men of Morehouse, now, more than ever, our students need the support of our Alumni. Through your membership we are able to provide tangible and meaningful financial assistance with student tuition, books, housing, or something as vital, yet essential, as a meal card for a semester.

**YOUR support is critical to OUR success!**  
**Join the Morehouse College National Alumni Association today!**

Brotherly Strong!

A handwritten signature in black ink, appearing to read "Marlon D. Cousin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Marlon D. Cousin '87  
President, Morehouse College National Alumni Association  
***"Alumni Stronger to Build a Better House!"***

The Morehouse College National Alumni Association is a 501(c)(3) organization, therefore, your gifts are tax-deductible and we are eligible to receive matching gift donations.