Collection Overview:

Title: Finances and Funding  
Creator: Liberty University  
Dates: 1971 – Current  
Repository: Liberty University Archive  
Extent: 1.92 linear feet  
Abstract: This Record Group contains mass mailings, promotionals, and newsletters.

Historical Note: 
Liberty University was founded in 1971 under the name of Lynchburg Baptist College. The college was incorporated on January 18, 1972. In 1974 the college received permission to grant degrees from the Virginia State Council of Higher Education. In 1975 the name was changed to Liberty Baptist College. In 1980 the college received accreditation from the Southern Association of Colleges and Schools. In 1985 the name was changed to Liberty University.

Sub-Group 1: In 1985 the 15,000 Club was temporarily renamed the “Liberty University Club”.

Scope and Content Notes: 
This Record Group is approximately 1.92 linear feet. It contains the materials relating to Liberty University’s fundraising and finances. Materials range from 1971 – current.

Administrative Notes: 
Access Restrictions: highlighted materials are in the Restricted section of the archives. Access to these materials is strictly monitored and may only be obtained with signed permission from the creating entity.  
Use Restrictions: Copyright for Official University records is held by Liberty University; all other copyright is retained by the authors of the materials or their descendents as stipulated by United States copyright law.  
Preferred Citation: [folder name, number]; [series name, number]; [sub-group name, number]; Finances and Funding, Record Group 36; Liberty University; Liberty University Archive, Lynchburg VA.  
Arrangement: Materials are arranged by subject.  
Processing Information: Collection was processed by Abigail Sattler.  
Last Updated: This Finding Aid was last updated on March 24, 2014.  
Related Materials:

Brief Description of the Collection: 
LU 36:1-2 Box 1: 15,000 Club and Liberty Donation and Fundraising Group Materials
LU 36:3-6 Box 1: Campaigns and Projects, Liberty University Endowment, Official Papers and Reports and General Materials
LU 36:3-6 Box 2: Restricted Campaigns and Projects Materials
LU 36:3-6 Box 3: Restricted Official Papers and Reports Part 1
LU 36:3-6 Box 4: Restricted Official Papers and Reports Part 2
LU 36:3-6 Box 5: Restricted Campaigns and Projects Materials Part 2

Detailed Description of the Collection:

LU 36:1-2 Box 1

Sub-Group 1: 15,000 Club
   Series 1: Mailings and Promotionals
      Unit 1: Undated Materials (*Oversize* LU-36 Folder 1A)
      Unit 2: 1971 – 1979
      Unit 3: 1980 – 1989 (*Oversize* LU-36 Folder 1B)
      Unit 4: 1990 – 1999 (*Oversize* LU-36 Folder 2A)
      Unit 5: 2000 – 2009
   Series 2: Publications
      Unit 1: Scholar Share Report
   Series 3: General Materials
      Unit 1: Certificates and Awards
   Series 4: Liberty University Club Materials
      Unit 1: Mass Mailings
         Folder A: Undated
         Folder B: 1985 – 1989

Sub-Group 2: Liberty Donation and Fundraising Groups
   Series 1: LU Estate Planning Department
      Unit 1: Mailings, Brochures and Promotionals
   Series 2: Friends of Liberty
      Unit 1: Brochures and Promotionals
      Unit 2: Newsletter
Unit 3: Certificates and Awards

Series 3: Liberty University Foundation

Unit 1: Mailings, Brochures and Promotionals

Series 4: Founder’s Club

Unit 1: Mailings and Promotionals 1980’s (*Oversize* LU-36 Folder 3B)

**LU 36:3-6 Box 1**

Sub-Group 3: Campaigns and Projects

Series 1: General Materials

Unit 1: General Donation Requests
  Folder A: Undated Drafts of Materials
  Folder B: 1980’s
  Folder C: 1990’s
  Folder D: 2000’s (*Oversize* LU-36 Folder 3A)
  Folder E: 2010’s
  Folder F: Undated Materials (*Oversize* LU-36 Folder 4A)

Unit 2: Mailings to Students
  Folder A: 2000’s

Series 2: Liberty Trust Fund

Unit 1: Information Booklets

Series 3: Miscellaneous Fundraising Projects

Unit 1: Free and Clear Campaign
Unit 2: Dining Hall Project
Unit 3: Project Liberty (1985)
Unit 4: Friends of Liberty Scripts and Drafts
Unit 5: Stewardship Campaign (Don Oaks)
Unit 7: Heroes Fund Program (2006 - )
Unit 8: Capitol Campaign

Series 4: Planned Giving Stewardship

Unit 1: Brochures and Promotionals
Unit 2: Letter Drafts
Unit 3: Informational Booklets and Packets

**LU 36:3-6 Box 2**

Series 5: Assuring the Future Campaign
- Unit 1: Case for Support 1991-1992
- Unit 2: Informational Materials

Series 6: Telendow Project
- Unit 1: Project Proposal
- Unit 2: Daily Letter accounting Logs
- Unit 3: AT&T Reports
- Unit 4: Mass Mailings

Series 7: Permanent Financing Project
- Unit 1: Official Report

**LU 36:3-6 Box 5**

Series 8: Football Operations Center
- Unit 1: Donations Folder 1
- Unit 2: Donations Folder 2
- Unit 3: Construction Materials

**LU 36:3-6 Box 1**

Sub-Group 4: Liberty University Endowment

Series 1: General Materials
- Unit 1: Mailings/Requests for Donation

**LU 36:3-6 Box 3**

Sub-Group 5: Official Papers and Reports

Series 1: Economic Impact Study
- Unit 1: 1999
- Unit 2: July 16, 2003

Series 2: Reports
- Unit 1: Unrelated Corporate Entities Report
  - Folder A: Part 1
  - Folder B: Part 2
- Unit 2: Report on Audit of Financial Statements: June 30, 1989
Unit 3: Financial Status of the University Report: 1990
  Folder A: Part 1
  Folder B: Part 2
  Folder C: Part 3

LU 36:3-6 Box 4
Unit 4: Disclosure Statement and Debt Restructuring Plan: May 28, 1992
Series 3: Budget Materials
  Unit 2: Budget Process and Guidelines Manuel
  Unit 3: Linking Assessment, Budget and Strategic Planning Overview
  Unit 4: Budget Planning Process (1997)
  Unit 5: Budget Recommendation 1985 – 1986
Series 4: Fundraising Materials
  Unit 1: Fund Raising Manual
Series 5: Loan Materials
  Unit 1: Thomas Road Baptist Church Debt Secured by Liberty University: July 31, 1991
    Folder A: Part 1
    Folder B: Part 2

LU 36:3-6 Box 1
Sub-Group 6: General Materials
Series 1: Publications
  Unit 1: Brochures and Promotionals
Series 2: Mass Mailings
  Unit 1: Undated
  Unit 2: 2010
  Unit 3: 2012
Series 3: Donor Materials
  Unit 1: Arthur S. DeMoss