THE CAMPAIGN FOR
MAHARISHI UNIVERSITY OF MANAGEMENT

An Executive Briefing
“The success of our University will be measured by its direct and indirect effects on the quality of life everywhere. We will count ourselves successful only when the problems of today’s world are substantially reduced and eventually eliminated and the educational institutions of every country are capable of producing fully developed citizens.”—Maharishi Mahesh Yogi

*From the original University catalog, 1974*
NEED FOR MAHARISHI UNIVERSITY OF MANAGEMENT TO HAVE A MAJOR ENDOWMENT SO IT MAY CONTINUE FOR 1,000 YEARS +

Message from the President

Maharishi University of Management is entering a time of significant expansion in enrolment and increased recognition as the model institution for Consciousness Based Education throughout the world. We have excellent leadership from the Board of Trustees, and Board of Directors for Maharishi School of the Age of Enlightenment — leaders with many years of experience in business and academic professions. The University’s administrators are highly qualified and devoted — skilled at creating growth and success with very little resources. It is critical at this time that we establish a large endowment to preserve Maharishi’s great legacy for all future generations.

The faculty of Maharishi University of Management, inspired by Maharishi, have applied the knowledge and technology of the deepest level of nature’s intelligence, the unified field, to every field of human life — to raise every profession to perfection. Our University and School have been the global model and inspiration for Consciousness-Based education for 40 years. The University faculty were charged by Maharishi with safeguarding the purity of his teaching generation after generation.

MUM provides the opportunity for the enlightened youth from around the world to fulfill their educational dream to rise in higher states of consciousness, and by doing so we are training the brilliant leaders of the dawning golden age for humanity.

By participating in the Invincible America Assembly in the Golden Domes at MUM, along with 1,000 Yogic Flying Vedic Pandits and other members of the community, MUM faculty, administrators, and students create national invincibility for the U.S. through their daily group practice of more than 2,000 Yogic Flyers morning and evening.
Maharishi University of Management and Maharishi School of the Age of Enlightenment develop courses, curricula, charts, DVD’s, teaching aids, and books in all academic fields that are vital to other Consciousness-Based education institutions around the world.

Maharishi University of Management is the leading institution to conduct and publish scientific research on Transcendental Meditation and all Maharishi’s programs, including many studies supported by major government research grants. This research has demonstrated that Maharishi has brought the knowledge to eliminate problems in every domain of life. We have organized the most significant scientific demonstration projects which objectively verified the Maharishi Effect, thereby presenting to the world a solution for perpetual peace — for example the Taste of Utopia Assembly in 1983 and the Washington, DC, Assembly of 1993.

Maharishi University of Management provides a second home for everyone from around the world to come into this rarified and blissful atmosphere of the Invincible America Assembly to revitalize their lives and accelerate their beautiful experiences of higher consciousness — experiences of blissful wholeness and infinite silence flowing in infinite dynamism.

The University has provided the basis for great leaders like Raja John Hagelin to do their powerful and vital work in the world — and others, including Dr. Keith Wallace, Raja Michael and Dr. Susie Dillbeck, Raja John Fagan, Dr. Robert Schneider, Dr. Fred Travis, Dr. Ashley Deans, Dr. Skip Alexander, Dr. Kurleigh and Dr. Carolyn King, Professor Yunxiang Zhu, and many more.

The faculty of Maharishi University of Management are a treasure of the human race — highly educated in their fields, masterful in connecting their field of knowledge to the field of consciousness, and in developing the lives of their students to the radiant graduates we see each year. They lack only proper financial support to ensure they expand without limit and shine as the heart of an Invincible America and Consciousness-Based education worldwide, even 1,000 years from now.

Jai Guru Dev
This level of the unified field is the ultimate reality and the true identity of everything in the universe, including human life. The human mind, moreover, has the unique ability to become silent and experience this unbounded field of pure intelligence directly. This opens the door to a new future for the human race — enlightenment for every individual and invincibility for every nation.” — Dr. John Hagelin; World-renowned quantum physicist, MUM Trustee and Faculty member, public policy expert, leading proponent of peace.
OUR EDUCATIONAL APPROACH

Maharishi University of Management is the world’s pioneer of Consciousness-Based education — defined by academic excellence, consciousness, creativity, and high quality of life.

All students and faculty practice the Transcendental Meditation and TM-Sidhi programs, including Yogic Flying. This simple, natural, effortless procedure promotes integrated brain functioning, reduces stress, and systematically increases creativity, intelligence, alertness, learning ability, and balanced personality development. No other approach to education produces these unprecedented outcomes.

In every class, students discover how all fields of knowledge are interrelated and how each field is connected at the deepest level to their own Self. This makes learning more satisfying and relevant.

Through the unique educational approach of Consciousness-Based education, the University is creating a new generation of enlightened leadership for the world, who will live healthy, balanced lives, excel in their careers, accomplish their personal goals, and create perpetual peace in the world.
For the first time in history the concept of enlightenment has been taken out of the realm of mysticism and uncertainly and is acknowledged to be a scientific reality that results from the natural and spontaneous development of total brain functioning. In founding Maharishi University of Management, Maharishi provided every educator in the world with a blueprint of how to establish an educational setting in which enlightenment can easily be achieved as part of each student’s daily routine. For this and for all the other many extraordinary gifts of knowledge which Maharishi so freely gave to the world, we are eternally grateful.”— Dr. Keith Wallace; Founding president of Maharishi University of Management, pioneering researcher of Transcendental Meditation and the neurophysiology of higher states of consciousness, MUM Trustee and Faculty.
OUR PAST

1958  Maharishi founds the Spiritual Regeneration Movement, beginning a worldwide initiative for teaching the Transcendental Meditation program

1971  Maharishi founds Maharishi International University, the first university to offer Consciousness-Based education, as a global model for higher education

1974  Discovery of the Maharishi Effect by Maharishi International University researchers — crime rate declines in cities in which 1% of the population has learned the Transcendental Meditation technique — confirming Maharishi’s prediction that a small percentage of the population can transform the quality of life for the whole population

1975  Based on the discovery of the Maharishi Effect, Maharishi visits Maharishi International University to inaugurate the Dawn of the Age of Enlightenment in North America

1979  Maharishi visits to bless the final stages of construction of the world’s first building designed for the collective practice of Transcendental Meditation and TM-Sidhi programs, including Yogic Flying — the Maharishi Patanjali Golden Dome of Pure Knowledge

1980  January 12 – Inauguration of the Maharishi Patanjali Golden Dome

1980  Maharishi International University achieves accreditation from the North Central Association of Colleges and Schools to the Master’s degree level

1981  Maharishi School of the Age of Enlightenment begins to offer Consciousness-Based education for grades K-12

1982  University faculty work closely with Maharishi to develop Unified Field Charts, a landmark new teaching technique

1983  Maharishi International University achieves accreditation from the North Central Association of Colleges and Schools to the Doctoral degree level

1983  Maharishi visits the University for the Taste of Utopia Assembly, the first gathering of 8,000 Yogic Flyers to create the Maharishi Effect for the world as a whole — coherence in world consciousness. The result: A world-wide wave of peace and harmony
Maharishi made the Golden Domes of Maharishi University of Management the home of the Invincible America Assembly, his program to create national invincibility for the U.S. through more than 2,000 Yogic Flyers practicing together morning and evening.
1986  Maharishi School of the Age of Enlightenment constructs a beautiful 60,000-square-foot building

1989  Maharishi International University organizes for groups of Transcendental Meditation teachers to travel to many parts of the USSR to start the first widespread teaching of the Transcendental Meditation program in that country

1993  Group for a Government assembly – 4,000 Yogic Flyers gather for a demonstration project in Washington, D.C., to create coherence in collective consciousness in our nation’s capital. The result: a 23% reduction in violent crime, improved quality of life throughout the city, and restored public approval for the President

1995  Maharishi International University changes its name to Maharishi University of Management

1999  University Trustees launch campaign to rebuild the campus using Maharishi Vedic Architecture, fortune-creating architecture, design in harmony with natural law

2000  Inauguration of the Dreier building, the first major Maharishi Vedic architectural building on campus

2000-2008  Construction and demolition continue, as 43 old buildings are taken down and 23 new buildings, totaling 189,000 square feet, are constructed

2006  Maharishi establishes the Invincible American Assembly to create a lasting state of peace and positivity for North America and peace for the world family. The assembly participants’ sublime experiences of higher states of consciousness inspire Maharishi to lead daily experience meetings, during which he brings out profound new knowledge of the growth of enlightenment

2006  The first group of Yogic Flying Vedic Pandits arrive at the University for what has become the largest permanent group of Vedic Pandits outside of India

2007  Construction of the world’s first Maharishi Tower of Invincibility, inaugurated on July 29, Guru Purnima Day

2010  Maharishi University of Management launches its Endowment Campaign to provide a strong financial basis for the University and School to expand and be a powerful positive influence in the world through hundreds of years to come
Since 2000, 43 new buildings have been built on campus using the principles of Maharishi Vedic Architecture. The Argiro Student Center is the 50,000 square foot home to the student union, theater, dining halls, kitchen, café, student lounge, bookstore, offices, and more.
OUR PRESENT

Independent, accredited university

14 Bachelor’s degree programs • 5 Master’s degree programs • 3 PhD programs

274 acres • 45 buildings • 13 student residences

1,240 undergraduate and graduate students from throughout the USA and 85 countries (575 students currently on Fairfield campus)

Faculty: 67 full-time • 9 research • 8:1 student/faculty ratio

MUM’s block system immerses students in one full-time course each month, providing deeper, richer learning experiences

5,007 graduates and over 20,000 participants in conferences including the Invincible America Assembly
“With the TM technique I enjoy increased outer intelligence while having an increased feeling of inner self-contentment. I like the idea that simply by meditating, I can improve myself as an individual.”

— Narayana Windenberger
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OUR FUTURE

The Endowment Campaign is an important milestone for Maharishi University of Management, and a key priority of our five-year strategic plan. The University is at a historic crossroads, at the beginning of a period of significant growth and expansion, during which we must continue to:

- Expand enrollment
- Recruit outstanding students
- Attract and retain enlightened faculty
- Provide an innovative learning environment and ensure the lasting vibrancy of Consciousness-Based education worldwide

The endowment directly supports these mission critical goals:

- Promote the quality of our academic programs
- Enrich the experience of all students, faculty, and administrators
- Support our devoted faculty and administrators
In June 2010, MUM partnered with a professional consulting firm to conduct a Campaign Planning Study to:

• Determine the extent to which a $50 million goal is realistic and achievable for MUM

• Gain feedback on the proposed case for support

• Identify campaign leaders and major donors

• Identify issues — real or perceived — that may affect a fundraising campaign

• Obtain information needed to develop a plan and timetable for the proposed campaign
ENCOURAGING STUDY RESULTS

• 94% had a favorable opinion about MUM
  75% is a positive benchmark

• 94% reacted favorably to the proposed plans
  70% is a positive benchmark

• 92% of interviewees indicated a willingness
to make a gift to the campaign
  80% is a positive benchmark

• 90% indicated that MUM is a high or
  their highest philanthropic priority
  65% is a positive benchmark
“This is the only one university in the U.S. which can save the country and steer the course of Heaven on Earth for all the nations in the world. So have this University attended by thousands of students— make it a big university.”

—His Holiness Maharishi Mahesh Yogi, Press Conference, September 24, 2003
OUR GOAL

A preliminary goal has been established based on interviews with prospective campaign supporters during the planning study.

$50 MILLION COMPREHENSIVE CAMPAIGN PRIORITIES

Expanding Undergraduate Enrollment - $20 Million

Scholarships enable the University to strategically recruit and retain accomplished students who are committed to inner growth and serving humanity.

- Endowed scholarships to attract exemplary U.S. students ($2 million)
- Endowed scholarships to attract exemplary international students ($3 million)
- Need/merit-based endowed scholarships for new and transfer students ($15 million)

Sustaining Faculty and Staff Excellence - $20 Million

The service of MUM's professors and administrative staff has long provided a “human endowment” that needs to be supplemented to ensure perpetual academic excellence.

- Endowed chairs and professorships to recognize distinguished faculty ($9.5M)
- Departmental endowments to enhance budgets and support research ($1.75M)
- Faculty and staff endowment to establish a sustainable University compensation structure and ensure continued accreditation compliance ($8.75M)

Creating a Campus Fully in Harmony with Nature – $5 million

MUM's mission calls for a campus with residence halls, classrooms, and cultural venues that are sustainable and carbon neutral and that apply Maharishi Vedic Architecture principles.

- Upgrading of existing academic and residential campus facilities, and improving their energy efficiency ($2 million)
- Renovations to accommodate growing campus enrollment and enhance residential life ($3 million)

Investing in Future Generations – $5 million

Maharishi School of the Age of Enlightenment, MUM’s K–12 model school, needs to sustain itself into the future by investing in scholarships, faculty and facilities.

- Need/merit-based endowed scholarships ($3 million)
- Endowed funds for faculty support and professional development ($1.5 million)
- Endowment for capital improvements and equipment replacement ($500,000)

Growing the Annual Fund

Unrestricted support is crucial to sustaining MUM’s momentum by allowing the leadership to address mission-critical priorities as they arise and sharpen the University’s competitive edge.

- The Annual Fund supports the ongoing operating needs of the University
- Unrestricted support helps bridge the gap between tuition income and operating costs
- Annual giving keeps tuition increases low while still providing the highest quality education
Highlighted activities include:

- Preparation of strategic campaign plan
- Executive briefings with potential Leadership and Major donors
- Identification of potential Campaign Chairs and Cabinet members
- Solicitation of Board members
- Recruitment of Chairs and Cabinet members
- Refinement of the case for support
- Cultivation plan for all of MUM’s constituent groups
- Prospect research
QUIET PHASE
May 2011 – April 2013

Highlighted activities include:

• Complete leadership solicitations
• Develop comprehensive marketing and communications plan for the public phase
• Develop and print campaign promotional materials
• Mobilize Campaign Cabinet
• Design and hold cultivation events
• Research and identify potential alumni, current parent, alumni parent, community, corporate, and foundation major donors and develop strategies to develop relationships

PUBLIC PHASE
May 2013 – December 2015
IMPORTANCE OF LEADERSHIP GIFTS

*Your significant support of this campaign will:*

- Challenge and inspire others to greater levels of philanthropic giving
- Encourage our establishment of our final campaign goal of $50 million or greater
- Create momentum for the endowment campaign
- Lend credibility to the effort
- Enhance the visibility and reputation of MUM

METHODS OF GIVING

- Cash
- 3- to 5-Year Pledges
- Securities/Mutual Funds
- Retirement Plans
- Life Insurance
- Planned/Deferred Gifts
- Corporate Matching Gifts
- Real Estate
"Our University students: wherever they are, they shine as stars in space. And this tradition of the University creating lighted stars all over — here, there, everywhere — great satisfaction. It’s a great satisfaction to the tradition of this knowledge, the Vedic knowledge. It’s a great satisfaction to the masters of our tradition. And we bow down to this great, eternal tradition of Guru Dev, Brahmananda Saraswati. Guru Dev, Brahmananda Saraswati, vijayante taram. Jai Guru Dev." — Maharishi