The Finding Aid of the Pepperdine University Campaigns and Fundraising Collection 0090

Jamie Henricks

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Pepperdine University. Special Collections and University Archives.

February 2013

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URL: https://library.pepperdine.edu/collections/boone-special-collections-university-archives.htm
Language of Material: English
Contributing Institution: Pepperdine University. Special Collections and University Archives.
Title: Pepperdine University Campaigns and Fundraising Collection
Identifier/Call Number: 0090
Physical Description: 25.17 Linear Feet (19 boxes, 1 scrapbook)
Date (inclusive): 1972-2015
Abstract: The collection contains materials related to fundraising efforts run by Pepperdine University, primarily the major fundraising campaigns "Wave of Excellence" and "Challenged to Lead." Paper items include correspondence, handbooks, brochures, gift letters, photographs, interview transcripts, and other items. Audiovisual items are primarily Wave of Excellence film reels and "Challenged to Lead" VHS tapes.
Pepperdine University, Special Collections and University Archives.
Language of Material: Materials are in English.
Conditions Governing Access
Advance notice required for access.
Conditions Governing Use
Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder.
Preferred Citation
[Box/folder# or item name], Pepperdine University Campaigns and Fundraising collection, Collection no. 0090, Special Collections and University Archives, University Libraries, Pepperdine University.
Immediate Source of Acquisition
Materials were gathered from University Archives files.
Historical note
The "Wave of Excellence" campaign to raise $100 million was officially announced on May 8, 1984, at a Pepperdine Associates dinner. The campaign director was President Howard A. White. The campaign officially concluded with a closing celebration five years later, at another Pepperdine Associates dinner on May 25, 1989. A film, Wave of Excellence, was created by the Seven Seas Cinema, Inc., to showcase Pepperdine and encourage donations. The "Challenged to Lead" campaign to raise $300 million ran from 1992 to 2000, and was directed by President David Davenport. Other fundraising efforts included the "Trees for Pepperdine" program, intended to provide funds to plant trees on the Malibu campus.
Scope and Content
The collection contains materials related to fundraising efforts run by Pepperdine University, including major fundraising campaigns "Wave of Excellence" and "Challenged to Lead." Other materials relate to smaller fundraising efforts such as the "Trees for Pepperdine" program," "The Campaign for Pepperdine," and other efforts. Paper items include correspondence, advertising material, campaign handbooks, flyers, brochures for deferred giving, gift letters, photographs, a large "Wave of Excellence" scrapbook, and other items. Also included are audiovisual materials, primarily "Wave of Excellence" film reels and "Challenged to Lead" VHS tapes. Audiovisual items for "Wave of Excellence" include film reels, film negatives, and audio reels for the Wave of Excellence film produced by Seven Seas Cinema, Inc. Interview transcripts, transcript summaries, and scripts used in Wave of Excellence are also included.
Arrangement
The collection is arranged in the following three series: Series 1. Wave of Excellence; Series 2. Challenged to Lead; and Series 3. Other Fundraising. Items within each series are arranged by format.
Related Archival Materials
Photographs, negatives, and slides related to campaigns and fundraising (such events, individuals, and other topics) can also be found in the Pepperdine University Archives Photographs, Negatives, and Slides 0031, or online via the Pepperdine Digital Collections, in the University Archives Photograph Collection (http://pepperdine.contentdm.oclc.org/cdm/).
Publications related to campaigns and fundraising can be found in the Pepperdine University Archives Publications 0064.
Other collections that include materials about these campaigns and fundraising are the papers of university administrators, including the following: the M. Norvel and Helen Young papers 0014, the Howard A. White papers 0010, the William S. Banowsky papers 0002, and the David Davenport papers 0020 (including copies of interview transcript summaries). Other collections contain materials related to donors or attracting donations, including the Pepperdine Associates records 0058, the Pepperdine University Alumni Association records 0056, and the Larry D. Hornbaker papers 0091 (which contain extensive donor files).
The collection was arranged and described by Jamie Henricks in February, 2013.

**Subjects and Indexing Terms**
- Videocassettes
- Fund raising
- Newsletters
- Handbooks, manuals, etc.
- Programs
- Photographs
- Brochures
- Articles
- Campaigns
- Correspondence
- Clippings
- Pepperdine University
- White, Howard A. (Howard Ashley)
- Young, M. Norvel (Matt Norvel)
- Banowsky, William Slater
- Davenport, David

<table>
<thead>
<tr>
<th>oversize Scrapbook</th>
<th>Series 1: &quot;Wave of Excellence&quot; 1983-1989</th>
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<tbody>
<tr>
<td>1, box 1, 4-17</td>
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| box 1              | Paper Materials                        |
| box 4-17           | Audiovisual Materials                  |
| oversize Scrapbook | Wave of Excellence Scrapbook           |
| 1                  |                                         |

| box 17-19          |                                         |

| box 2              | Paper Materials                        |
| box 17-19          | Audiovisual Materials                  |
| box 2-3, 17        | Series 3: Other Fundraising 1972-2015   |

| box 2-3            | Paper Materials                        |
| box 17             | Audiovisual Materials                  |
|                    | Campaign For Pepperdine 2011-2015      |