

Hurricane Katrina Student Relief Fund
LSU Foundation Plans for the Football Game on September 10, 2005
LSU vs. Arizona State

This weekend, a unique opportunity exists for advertising the Hurricane Katrina Student Relief Fund to a national audience, via the ESPN nation-wide broadcast of the LSU vs. Arizona State game. To take advantage of this opportunity, the LSU Foundation will have the following in place for September 10th – 11th:

- We are prepared to respond to a planned broadcast announcement promoting the Hurricane Katrina Student Relief Fund during the ESPN game (kick-off @ 8:15 PM Central Time).
- The LSU Foundation has established an internet domain: www.KatrinaSRF.com This URL is linked to a custom-designed web page run by a nationally-known third party vendor (Kintera, Inc.), which will accept donations for the Hurricane Katrina Student Relief Fund and bill/receipt donors immediately.
- The LSU Foundation, working with LSU's Office of Telecommunications and long-distance provider AT&T, has established a toll free number which will serve as an additional means for donating to the Hurricane Katrina Student Relief Fund. That number is: **1-877-LSU-GIVE (1-877-578-4483)**.
- "TigerTalk," the LSU Foundation's 24-station call center [located in the LBTC Building B], will be manned with students and volunteers to take incoming telephone donations during and after the ESPN game (8:00 PM – Midnight). The call center will also take calls the following day, Sunday the 11th, from 8:00 AM to 8:00 PM. All calls to the number made after the 11th will be forwarded directly to the LSU Foundation's main telephone number.

Although we have not yet been informed of precisely how the announcement will be made during the game, Herb Vincent has just informed us that ESPN will do an on-camera interview with Chancellor O'Keefe, probably during the first quarter. ASU officials have also painted the "www.KatrinaSRF.com" website address on the playing field, as well as in the banners that will ring the field. Herb is exploring whether ESPN might be able to promote the website and toll-free number on-screen via a scrolling message or other display. LSU Foundation PR Manager Scott Madere (a veteran of television broadcasting) suggests that LSU officials make this request directly to the ESPN producer(s) for the game, requesting on-screen display of the website and toll-free number during the interview with Chancellor O'Keefe. The ideal scenario would be to do this, followed by a scrolling message across the lower portion of the screen (remaining visible to viewers for as long as possible).

We request that the Chancellor, or whoever relays the information regarding the toll free number and/or website, be sure to make reference to the following:

- The 877 number is toll free.
- Students and volunteers are standing by for your calls this evening and all day tomorrow (Sunday).
- The website is available for credit card donations around the clock.

September 15, 2005

Name

Address 1

Address 2

City, state, zip

Dear

The impact of Hurricane Katrina has brought devastation to the landscape of the Gulf South region. Our thoughts and prayers go out to all who have suffered personal or family loss in this catastrophe.

LSU is responding to the crisis on many fronts, from the use of two of our campus facilities for evacuee emergency services in the immediate wake of the storm, to hosting a myriad of state and federal emergency relief agencies on campus. LSU's faculty, staff, and student body are volunteering in all areas related to the crisis, from the search and rescue/airlift operations in Greater New Orleans and Southeast parishes to manning what is now believed to be the largest acute-care field hospital in U.S. history.

We are united in our dedication to serve the state and nation in response to this emergency. At the same time, *we remain committed to moving forward* with our core mission: providing a top-quality education for our students. The fall, 2005 semester has commenced as planned, with a slightly modified schedule.

We invite your participation in one critically important area of our relief effort: displaced and/or seriously impacted students. LSU has established the ***Hurricane Katrina Student Relief Fund*** to provide direct financial assistance to those students who have been most adversely affected by the recent events, such as through the temporary or permanent loss of their homes, extreme financial need due to discontinued employment in the devastated areas, etc. The fund will also help those students from affected universities and colleges, now enrolled at LSU, who have suffered financial hardship and/or property loss associated with the storm and its subsequent effects.

Your tax-deductible gift is urgently needed. Please use the enclosed envelope to make your donation. In addition, a website has been established to receive donations. The Internet address is: www.KatrinaSRF.com

Please make all checks payable to the **LSU Foundation** and indicate on the check that it is intended for the *Hurricane Katrina Student Relief Fund*. Your support will help us minimize the impact of recent events on our students' lives, allowing them to continue their education – and go on to achieve great things for their loved ones, for this state, and for our nation.

In closing, we wish you and your family all the best. Thank you for keeping the Tiger Spirit alive.

Sincerely,

Sean O'Keefe
Chancellor
LSU

Major General W.G. Bowdon, USMC (Ret.)
President and CEO
LSU Foundation

Major General R.G. Richard, USMC (Ret.)
Chief Executive Officer
Tiger Athletic Foundation

Dr. Charlie Roberts
President
LSU Alumni Association



T474-277***AUTO**5-DIGIT 70820

Dr. Jeffrey A. Hale

Baton Rouge LA



September 23, 2005

Dear Dr. Hale,

The impact of Hurricane Katrina has brought devastation to the landscape of the Gulf South region. Our thoughts and prayers go out to all who have suffered personal or family loss in this catastrophe.

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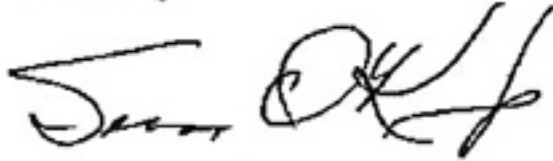
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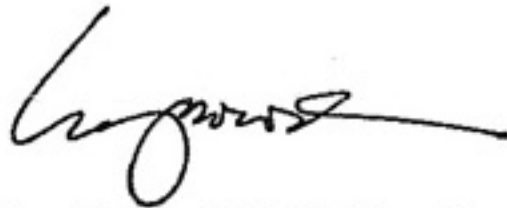
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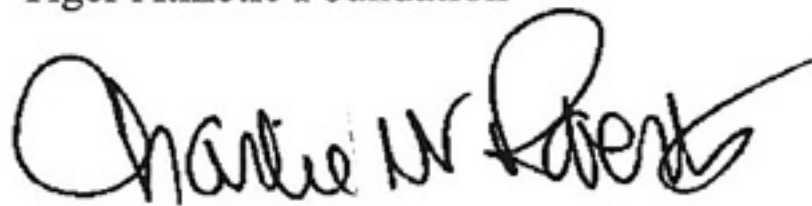
Sean O'Keefe
Chancellor
LSU



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President and CEO
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



Major General R.G. Richard, USMC (Ret.)
Chief Executive Officer
Tiger Athletic Foundation



Dr. Charlie Roberts
President
LSU Alumni Association

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Campus Events

LSU, Arizona State, ESPN Team Up for Student Hurricane Relief Fund

09/09/2005 03:22 PM

[Hurricane Katrina Student Relief Fund](#)

When LSU and Arizona State clash Saturday night in their long-awaited football match-up in Tempe, Ariz., the real winners will be Louisiana's university students affected by Hurricane Katrina.

LSU fundraisers will be using Saturday night's contest as a rallying point for the Hurricane Katrina Student Relief Fund – a fund created through the LSU Foundation to assist students from LSU and other hurricane-affected universities who have lost homes or suffered financial hardship in Katrina's aftermath.

While the game is broadcast nationally on ESPN Saturday night, LSU Foundation staff members will be manning LSU's Tiger Talk call center, taking donations to the relief fund via a toll-free phone number, 1-877-LSU-GIVE. In addition, a special Web site has been created to process credit card donations to the fund via the Web at www.katrinasrf.com. ESPN will provide airtime during the broadcast to promote the phone and Web giving options and Arizona State has even gone so far as to paint the www.katrinasrf.com Web site onto the field of play for Saturday night's game.

LSU Foundation staff will take incoming telephone donations at 1-877-LSU-GIVE from 8 p.m. until midnight Saturday night. The call center will also take calls the following day, Sunday, Sept. 11, from 8 a.m. to 8 p.m. The www.katrinasrf.com Web site will be available to receive donations 24 hours a day starting Saturday morning.

The Hurricane Katrina Student Relief Fund was created to assist LSU students who have lost financial support or have been displaced due to Hurricane Katrina. The fund will also aid those students from affected universities who have enrolled at LSU and who have suffered financial hardship and property loss associated with the storm and its subsequent effects on the state of Louisiana. Any excess funds will be made available to the LSU Chancellor to be used at his discretion for the purposes of Hurricane Katrina relief.

The LSU Foundation wants to urge all LSU alumni and friends nationwide to join in this relief effort, which will directly impact students in need at LSU.

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Scott Madere
LSU Foundation
225-578-3826

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