

Script

Video: "Imagine What Will Be"

Waldorf College / Campaign Celebration

JoyMark ! Communications

April 2006

Video:

Images selected from archive footage

plus scenes art directed by

students in Advanced Media.

Audio:

VO:

Time is marked by seconds ... minutes ... hours.

An era is marked by *moments* in time.

In 2003, as Waldorf College celebrated its centennial, it also marked the start of a *new era* --

A New Century of Mission.

A goal of \$22 million dollars was set to launch the college into its next century, a time when lives would be prepared for service amid:

-- advanced technological innovations,

-- heightened global awareness, and

-- focused efforts to promote individual freedoms.

As one era moved into another, Waldorf *renewed* its commitment to prepare students for lives of service -- to *transform* young men and women by educating them in the spirit of Jesus Christ.

Now, it's time to celebrate again -- three years and

\$22.8 million dollars later ... **And**, it's time to say,

"thank you" to (hundreds)? of donors who led the way.

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Video:

Audio:

VO: (con't)

Library / Java City Thank yous

Thank you -- for the beautiful \$4.5 million dollar Luise V. Hanson Library. A gift that focuses attention on Waldorf's passion for educational excellence, and a place that brings the campus community together for learning ... and even a little lounging.

Cafeteria / Wellness Thank yous

Thank you -- for giving more than \$13 million dollars to support Waldorf's ongoing annual operations. These gifts support the daily activities that bring lives to Waldorf ... and bring the essence of Waldorf to life.

Classroom Thank you

And, thank you for strengthening Waldorf's endowment by more than \$4 million dollars. *These* gifts make it possible to plan for the college's future when times are tenuous.

WAL-TV Thank you

This wonderful start to Waldorf's second century found the college accepting the two largest, single donations in its 100-year history and exceeding a \$22 million dollar goal -- the largest capital campaign goal Waldorf has ever achieved.

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Video:

Waldorf Choir Thank you

Brad Anderson testimonial

Begin Montage of thank yous, individuals or groups of 2-3 mouthing "thank you" with CG showing name, hometown, graduation year, and words: "Future _____" (ex: Future Elementary Teacher). Locations in various places around campus -- to include Salveson porch, Salveson lobby/fireplace, Lund Pond, Odvin Hagen recital hall, campus center lounge, Thor statue, Transformation statue, etc.

Audio:

Yet, measuring this accomplishment only by the money raised would be a mistake. For each of the _#_ alumni and the _#_ friends of Waldorf who helped launch the college into this new century represent lives that have been transformed by Waldorf's unchanging mission.

BRAD ANDERSON:

{ "Waldorf transformed me . . ." }

VO:

Waldorf is a place that continues to see what's possible. It's a place of new beginnings ... celebrating its own "new beginning."

In the *very* beginning, the Rev. C. S. Salveson set this legacy in motion when he imagined what might be possible if a vacant hotel was transformed into a Lutheran school for higher education.

Waldorf College was born.

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Video:

Audio:

Salveson had faith in a divine transformation that came to be ... that *continues* to be ... because of you.

A mission that began in the 20th Century has been carried forth into the 21st Century ... because of you.

Your gifts make it possible for young men and women to enter Waldorf College ready to learn ... then leave -- years later -- prepared to serve.

Thank you for ensuring our shared future.

And, thank you for transforming Waldorf into what it is today.

Most of all, thank you for making it possible to imagine all that is yet to be . . .