

# The Campaign for the Common Good



ROBERT N. BELLAH

The AAUP has launched a capital campaign to establish a \$10 million endowment to ensure the future of the Association. Interest from the endowment will allow the AAUP to respond to current crises and undertake initiatives beyond our current financial capabilities. Why is your help important? Here's what Robert N. Bellah, one of the national campaign committee members, has to say.

*The launch of the Campaign for the Common Good, the first time the American Association of University Professors has ever sought support for its ongoing activities, may come at a fortunate time. Too many of my fellow professors have little or no knowledge of the AAUP and its critical role in defense of academic freedom and support for academic self-government in the university. I hope that a vigorous campaign can bring greater attention to the vital activities of the Association. This is not a moment when university teachers can withdraw into their professional activities, disregarding the social environment as it affects serious intellectual life. Pressures for budget cutting and political conformity are on the rise. We cannot afford to take the university for granted; it is a fragile institution, surviving only because of the dedicated activities of those who would see it grow and prosper. Now more than ever, we need the stalwart defense that only the AAUP can provide. It is time for all who teach in the university to realize that and rise to support its activities.*

Robert N. Bellah is Elliott Professor of Sociology Emeritus at the University of California, Berkeley. His books on the sociology of religion have shaped the discipline. In 1985, the University of California Press published the widely discussed *Habits of the Heart: Individualism and Commitment in American Life*, which Professor Bellah co-authored. *Habits of the Heart* won the Los Angeles Times Book Prize for "Current Interest" and was a Jury Nominee for the Pulitzer Prize in General Nonfiction. In December 2000, Professor Bellah received the National Humanities Medal.

## Why does the Association need an Endowment Fund?

Robert N. Bellah has strongly stated why the Association's work is so important. Each day, the Association in small ways and large advocates for the profession and defends the academic freedom of the professoriate.

But the defense of academic freedom comes at a substantial cost.

We depend almost exclusively on the dues of members and operate on a budget that provides little margin for emergencies or special initiatives. Without a dependable financial base, the Association's future as a trusted and independent voice for American faculty is limited. To secure our past gains for the profession and for society at large, the Association needs a stable source of income. For that, we need your help!

*Please use this pledge form to make a gift today.*

# AAUP

American Association of University Professors

*Academic Freedom for a Free Society*

## Capital Campaign Pledge

I am pleased to support the work of the AAUP through my pledge to the Association's Campaign for the Common Good. I want my contribution added to the Association's Endowment Fund.

Name \_\_\_\_\_

Daytime Telephone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

I pledge  \$1,000  \$2,000  \$3,000  
 other \_\_\_\_\_

I prefer to fulfill my pledge obligation

immediately or

with \_\_\_\_\_ equal payments over

24  36  48  60 months.

Enclosed is my check payable to the AAUP in the amount of \_\_\_\_\_.

Please charge my tax-deductible gift to my credit card:

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MasterCard  Visa

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Return pledge form to:

AAUP, 1133 Nineteenth St., NW, Suite 200,  
Washington, DC 20036.

Make checks payable to "AAUP."