



July 2018

This is an extraordinary time in Brandeis' history as we celebrate the recent Nobel Prize winners and the University's 70th anniversary. Since Brandeis' founding the BNC has been there to support the University's most pressing needs.

Brandeis' world renowned scientists are at the forefront of addressing today's biggest challenges which includes making new discoveries toward the understanding and treatment of neurodegenerative diseases such as Alzheimer's, Parkinson's, ALS and autism.

To ensure that Brandeis continues to produce cutting-edge neuroscience research, we must upgrade our microscopes to keep up with technological advances.

We are launching the BNC Magnify the Mind Campaign to purchase and equip space for a high-speed two-photon microscope. This new microscope will enable Brandeis researchers to observe brain activity in real time with the goal of discovering the causes of neurodegenerative diseases so that we can find treatments for those suffering from this global epidemic.

Please read over the materials in this campaign kit and share this information with your board members and your chapter's fundraising and special event committees. Do not hesitate to contact the staff at National, if you have any questions, or we invite you to talk with us to help you fundraising plan for your chapter.

Thank you for helping us make this a successful campaign and for supporting Brandeis.

Lynne

Lynne Groban
Campaign Co-Chair
National Vice President, Fundraising

Carol

Carol Kern
Campaign-Co-Chair
Former National President



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MAGNIFY THE MIND: ADVANCING NEUROSCIENCE RESEARCH

Brandeis has long had one of the best neuroscience programs in the country. Nobel Prize winner Michael Rosbash, MacArthur “Genius” Grant recipient Gina Turrigiano and world-renowned neuroscientist Eve Marder are all pioneers in the field. Their breakthroughs have helped transform our understanding of neurodegenerative diseases such as Alzheimer’s, Parkinson’s and autism.

But to remain cutting edge — and continue making advances in our understanding of human health — Brandeis needs to upgrade its microscopes. The University currently owns an aging fluorescence microscope that uses a technique called two-photon excitation to image intact brain circuitry in the living brain. This technique has allowed Brandeis researchers to study how genes and experience interact to produce functioning brain circuits. However, this equipment is no longer state-of-the-art because it uses old and slow scanning technology that takes only one image per second. This speed severely limits the type of research questions that can be answered.

The Brandeis National Committee would like to provide Brandeis University with a next generation resonant scanning two-photon microscope. This new technology would enable Brandeis researchers to take 30 to 50 images per second. This increase in speed can be used to observe the brain much closer to its native processing speed, or to take many photographs of the same tissue that can be averaged together to create very high resolution views, allowing Brandeis researchers to study structures as small as single synapses in the living brain.

Brain plasticity — how neurons react to changes in the environment — is one of the most important areas in brain research, understanding what brings about changes in behavior. When the processes responsible for plasticity malfunction, it can give rise to neurodegenerative illnesses. Resonant scanning will generate a trove of new insights and data to understanding why this happens.

Researchers at Brandeis will further be able to explore the role of molecules, dendrites and synapses in the brain and reveal operating principles. The Brandeis National Committee’s campaign to purchase and equip space for a high-speed two-photon microscope, launches July 1, 2018.



BNC MAGNIFY THE MIND FREQUENTLY ASKED QUESTIONS (FAQs)

1. What is the goal of the *BNC Magnify the Mind* campaign and what is the timeframe?

Magnify the Mind is a one year campaign and our goal is to purchase and equip space for a high-speed two-photon microscope.

The campaign timeline is: July 1, 2018 – June 30, 2019.

2. How will this microscope help advance neuroscience research and what is unique about this microscope?

This new microscope will enable Brandeis researchers to observe brain activity in real time. In order to see what is really happening across the brain simultaneously, Brandeis needs a microscope that processes images quickly.

This microscope will also allow researchers to zoom in and look at connections between neurons on a millisecond time scale. Scientists can observe rapid changes as they are occurring and look at how neurons behave. By being able to visualize what is happening in an awake brain, Brandeis scientists can better understand patterns that may hold the key to answers for healthy brains versus those with neurodegenerative disorders such as Alzheimer's, Parkinson's, ALS or autism. One of our best hopes to find treatments and cures for these diseases is to improve our understanding of the brain using resonant scanning.

3. What kind of impact will helping fund this campaign have for addressing neurodegenerative diseases?

Brandeis University is well known for its commitment to basic brain research. Our best hope for finding cures, treatments, and preventing brain diseases is to invest in research that will allow us to understand how the brain works.

This microscope is expected to be shared by several labs at Brandeis. Our researchers' ability to continue to do important cutting-edge research is critically dependent on keeping up with technological advances. Brandeis has immense intellectual capital and it is necessary that we invest in essential technology to keep up.

Without this equipment we are limited in the questions we can ask to understand neurodegenerative diseases because we need more sophisticated technology to study the brain. For example, new experiments will be able to be performed that can study the difference between a healthy brain and how a brain changes when a neurological disease is impacting the brain. These powerful observations will help scientists develop world-changing discoveries that can improve the way we live.

4. How will donors be recognized?

Donors that make gifts \$1,000 or more will be recognized on our virtual donor wall. For donations of \$5,000 or more, your name will be placed on our permanent library tribute wall. BNC chapters may also publicly acknowledge donors at their events. We will also have special donor giving levels for the Magnify the Mind campaign.

You may request that your gift be listed as “anonymous” if you prefer not to be acknowledged publicly.

5. If I want to make monthly recurring gift payments to be recognized at a particular giving level, how do I set that up?

You can go online at giving.brandeis.edu or you can call our office at 781-736-7588, if you need help. Select an amount you want to give and you can also sign up to do a monthly or recurring gift.

6. I would like to help support this campaign, what can I do on a personal level?

Your participation matters and will be counted toward our overall goal. By making your own gift you are investing in Brandeis’ future success and this will inspire others to do the same.

You can also share information about the Magnify the Mind campaign with your circle of friends, family, and with fellow BNC members and ask them to participate in the campaign.

You can also volunteer and help your BNC chapter with exciting fundraising events.

7. Can I make a donation on behalf of an individual or to honor someone?

Absolutely. You can make a tribute to honor a special person or a memorial gift to remember a loved one. We will send a Magnify the Mind tribute card to the person or family you are honoring to let them know a gift has been made in their name. If you want to put someone’s name on the permanent library tribute wall, you can make a gift of \$5,000 or more.

8. Who can I contact to answer a question that is not covered in the FAQs?

For more information, please contact the BNC national office at 781-736-7588.



Donors who make gifts of \$1,000 or more will become members of the Justice Brandeis Society (JBS) and their names will appear on the virtual wall for the BNC Magnify the Mind campaign. Donors who contribute \$5,000 or more in one fiscal year will become members of JBS and have their names appear on the virtual wall and on the permanent Tribute Wall in the University Library.

Recognition Levels

Pillar of Discovery

\$20,000+

Hall of Fame

\$10,000 - \$19,999

Visionary

\$5,000 - \$9,999

Innovator

\$2,500 - \$4,999

Scientific Champion

\$1,000 - \$2,499



Chapter Participation and Fundraising Ideas

We Need Your Help!

Please designate your chapter and fundraising events for the BNC Magnify the Mind campaign in FY 19. Your chapter's efforts are essential to helping us achieve our campaign goal to purchase and equip space for a high-speed two-photon microscope for this important initiative. Each chapter's Book and Author event is also a perfect venue to raise funds for the campaign. We need your full support!

Appoint A Chapter Campaign Chair and Committee

One of best ways of ensuring the success of this campaign is for each chapter to appoint a Magnify the Mind campaign chair and/or form a committee of volunteers who will enthusiastically support this cause. The chair or co-chairs can enlist others to help promote the campaign, help organize and plan special events, and identify individuals who may have an interest in supporting neuroscience research.

You may want to consider a special dinner or cocktail party in a private home of someone who has supported BNC/Brandeis or who is committed to this cause. Those invited could include individuals who have made gifts of \$1,000 or more. You can contact BNC national about a potential speaker.

Identify Donors and Prospects

The BNC national office is available to assist with solicitations and writing fundraising letters if the chapter leaders or campaign committee identifies philanthropic members of your community who might like to support the campaign. You can reach out to chapter members, family or friends.

Publicize and Promote the Magnify the Mind campaign

The best way to get support for the Magnify the Mind campaign is promote it in your chapter bulletins, study guides, mailings, and in your B&A materials. The BNC national office has created a ½ page and full page ad that your chapter can use for the campaign. It is also a good idea to share information about the campaign at your chapter meetings and events.



Campaign Contacts

BNC Magnify the Mind Co-Chairs

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To order supplies for the BNC Magnify the Mind Campaign, contact Dania Khandaker at dkhandaker@brandeis.edu or 781-736-4171.