

# Special Cornell terms

## Cornell's motto

When abbreviating Ezra Cornell's statement about founding the university it can be used as a complete statement:

*"I would found an institution where any person can find instruction in any study."*

*or in an abbreviated form, which should be punctuated exactly as shown:*

*"... any person ... any study."*

## Foremost Benefactor

This term refers to a particular recognition bestowed by Cornell on its most generous supporters. It should be capitalized.

## Presidential Councillor

This term is the proper name of a particular distinguished position at Cornell and should be capitalized. (If it were just a common noun, "Councillor" would be spelled as American-English "councilor," single "l".)

## Cornell University land acknowledgement

Cornell University has a [land acknowledgement](#), stating that its Ithaca campus is located on the traditional homelands of the Gayogohó:n', also known as the Cayuga Nation. The leadership of the traditional Gayogohó:n' has endorsed the statement.

Faculty members, staff and students are encouraged to read the full acknowledgement at the beginning of gatherings and events and include it in websites, course syllabi and other materials. A [pronunciation guide](#) can be found on Cornell's American Indian and Indigenous Studies Program (AIISP) website.

The land acknowledgement is:

*"Cornell University is located on the traditional homelands of the Gayogohó:n' (the Cayuga Nation). The Gayogohó:n' are members of the Haudenosaunee Confederacy, an alliance of six sovereign nations with a historic and contemporary presence on this land. The confederacy precedes the establishment of Cornell University, New York state and the United States of America. We acknowledge the painful history of Gayogohó:n' dispossession, and honor the ongoing connection of Gayogohó:n' people, past and present, to these lands and waters."*

## To Do the Greatest Good Campaign

When referencing the official campaign name, use title case: To Do the Greatest Good

When referencing **to do the greatest good** tagline in body copy throughout all campaign content, bold the phrase on the first use. Subsequent uses should not be bolded, unless for a strategic reason.

*Your gift helps Cornell continue **to do the greatest good**.*