



Craig Vosler '77, Michael Parrish (brother of Janet Smith '67), Regina Keener (fiancee of Lee Stephens), Lee Stephens '96 and John Settle '87 relax and enjoy themselves on the Spirit of Norfolk cruise after a day of phone calls to fellow alums. Class representatives and alumni board members came to campus March 22 and volunteered their time to encourage reunion class members to return for the October 17-18, 1997 Homecoming and reunion activities.

Alumni Loyalty Fund reaches record high

"Our alumni came through for us and we blew that goal out of the water! The credit goes to them."

With 837 gifts and \$54,159.00 in donations, 1996-97 giving to the Alumni Loyalty Fund exceeded all records of annual dollar totals dating back to at least the 1981-82 academic year. The dollar figure represents a \$14,037.00 increase over last year, for a gain of 34.98%. The previous record was set in 1987-88, when Alumni Loyalty giving peaked at \$51,604.17 from 873 gifts.

According to Charlie Aycock, director of alumni services, "We were extremely pleased with the results of this year's Alumni Loyalty Fund campaign. Based on giving in recent years, we had set, what we thought, was an ambitious goal of \$45,000.00, an increase of approximately 12% over what we raised in 1995-96. Our alumni came through for us and we blew that goal out of the water! The credit goes to them."

In numbers of donations, this year's 837 gifts represented an increase of 131 donations, or 18.55%, over the 1995-96 year.

While pleased with the results of this year's campaign, Aycock indicated that there is still room for improvement.

"Right now, only about 8.7% of our identifiable

Increase of 34.98% noted; number of alumni donors also increases

mailable alumni actively contribute to the annual Alumni Loyalty Fund campaign. We've got to get that percentage up. A number of foundations base eligibility for their grants, in part, on the percentage of alumni who support a school. They consider alumni giving, regardless of the amount, as a vote of confidence. Foundations rationalize, if the school's alumni consider it worthy of their support, then maybe it deserves consideration, if not . . ."

Aycock continues, "At least one foundation we would like to approach, won't consider a proposal unless at least 20% of the college's alumni contribute to the school's annual giving program. We're a long way from being in a position to approach them."

"Additionally," he says, "the U.S. News and World Report has recently added alumni-giving percentages to the list of factors that they consider in their annual ranking of colleges and universities."

"We'd like to see our percentages increase for both reasons. And, if every alum who did not contribute this year could have given just \$5.00, not only would we have dramatically increased our alumni giving percentages, we could have increased our Alumni Loyalty Fund totals by almost another \$44,000.00. Small gifts add up and can make a significant difference," Aycock reported.

Chowan's 1996-97 fiscal year ended May 31. The school's 1997-98 Alumni Loyalty Fund

campaign began June 1. While the fund represents only a small portion of the charitable contribution received by the school each year, it is an important portion.

A majority of the gifts received by the school are restricted gifts, such as scholarship endowments

or gifts to designated programs. The Alumni Loyalty Fund and other unrestricted giving programs, in addition to providing a valuable source of day-to-day operating capital, provides Chowan with funds and flexibility for immediate changes and improvements.

Tentative Schedule

Chowan College Homecoming 1997

October 17 and 18

Friday, October 17

1:00 p.m. - completion	Alumni Golf (Beechwood Country Club)
4:30 p.m. - 5:30 p.m.	Early Registration
5:00 p.m. - 6:00 p.m.	Green Hall Art Exhibit, Paintings of Jo Ostraff, Provo, Utah, 1st Place Winner of The National On/Of Art Competition, Fall 1996
6:00 p.m. - 9:00 p.m.	Alumni Association Reception for Reunion Classes (Hertford Academy)
9:00 p.m. - 10:00 p.m.	Bonfire/Pep Rally

Saturday, October 18

8:30 a.m. - 10:00 a.m.	Registration/Ticket Pick-up
8:30 a.m. - 9:15 a.m.	Coffee/Informal Alumni Gathering (Columns Building)
9:00 a.m. - 10:30 a.m.	Historic Murfreesboro Tour
9:00 a.m. - 11:00 a.m.	Green Hall Art Exhibit
9:15 a.m. - 10:00 a.m.	Homecoming Parade
10:00 a.m. - 11:00 a.m.	Annual Meeting of the Chowan College Alumni Association
11:00 a.m. - 1:30 p.m.	Catered Tailgate Party/Reunions*
11:30 p.m. - 1:00 p.m.	Alumni and Friends Luncheon
1:00 p.m. - completion	Soccer, Braves vs Shenandoah University
1:30 p.m. - completion	Football Game, Braves vs Ferrum Panthers
(To Be Announced)	Volleyball, Lady Braves, vs Bonaventure University and St. Pauls College
4:00 p.m. - 7:00 p.m.	Party in the Park, Music by Tonic Sol-Fa
6:00 p.m. - completion	Silver Anniversary Banquet, Class of 1972

* Reunion areas will be set up in the vicinity of Tailgate Party

Classes

1957 and before
1962
1967
1972
1977
1982
1987
1992
1995 thru 1997

Reunion

Chowanian Society
Thirty-Five Year
Thirty Year
Twenty-Five Year
Twenty Year
Fifteen Year
Ten Year
Five Year
Young 4CE

Flyers, with a final event schedule, and registration forms should be mailed to all Alumni by mid-August. For more information contact Charlie Aycock, Director of Alumni Services, (919) 398-6226.