

# Callers bring in alumni pledges

By LIZ SAYLOR  
Staff Writer

Every night, a group of 25 to 30 paid students call alumni, parents and friends of the University for monetary contributions to various University programs.

Some of the more recent solicitations were for library acquisitions and professorships as well as contributions to departments and professional schools.

So far this year, the Carolina Student Fund has raised more than \$150 million, said Carl Oulton, Phonathon director.

"We are different from the Educational Foundation (Rams' Club) and the General Alumni Association," said Scott Wierman, development officer. "They are membership-supported organizations."

The Carolina Fund raises money from a wide variety of programs, including the Chancellor's Club, a group of Carolina's top donors - friends and alumni - who give at least \$10,000 each. The Carolina Student Fund is also operated out of the Development office, Wierman said, which gives fund-raising ideas for campus organizations.

Barbara Habel, parent and student programs director, heads the Carolina Student Fund and two programs established this year.

One is the Carolina Parents Association, which publishes a quarterly newsletter for parents of undergraduates, sponsors programs including Parents' Football Day and Parents' Weekend April 11-13.

The second is the Morehead Alumni Fund, started by a group of former Morehead scholars who wanted to do something for the University in return for all it had done for them, Habel said.

About 45 people form an executive committee to represent and solicit

fellow Morehead scholars from each class. So far they have raised \$250,000 and hope to reach \$500,000.

Donors write a check to the University or the Carolina Fund, designating into which fund the money should be put. For example, Wierman said, if a Dental School alumnus wants to give to his school, he would say so on the check.

"We try to have a good feel for what the person's capable of (giving)," Habel said. "We have several people who do research in the office."

"Generally, it's a hit-or-miss thing, looking at things like occupations and family names," Habel said. "It's not like we look up their IRS form. A lot of the solicitations are done by their fellow classmates."

Oulton said probably one out of every 5,000 people they called would complain.

"The alumni have gone here four years," Oulton said. "They like to hear from a student at Carolina."

Habel said they collected their own data for the parents fund, and in some cases they had double information on a person, so that person was called more than once.

"They generally understood," Habel said. "Also, parents who are alumni get called twice, often."

The student callers go through a six-hour training session and get a script that sets a pattern for negotiating the amount a person can give. They call from the basement of Hanes Hall at least two sessions a week: Sunday through Thursday nights 6:30 to 10 p.m., and sometimes Saturday and Sunday afternoons.

"The primary reason people give is to try to put more money in academic programs to increase the University's reputation," Oulton said. "More than 50 percent of the University's funds come from sources other than tuition or fees. A great portion comes from private donations."

Oulton said corporations such as Texaco will come onto campus and evaluate how much money to give to the University based on alumni contributions. If the alumni support the school, Oulton said, it shows the big corporations that UNC is a good investment.

"The caller has two responsibilities," Oulton said. "One is to raise money. The other is to represent the University. If a person doesn't want to give because they have a problem with the University, we talk to them and get them in contact with someone who can help them."

## Campus Calendar

### Monday

1:00 p.m. Students for a Student Voice, Carolina Student Fund and Chancellor Christopher Fordham invite all students to attend a forum on current issues, Gerrard Hall.

3:00 p.m. University Career Planning and Placement Services hosting an "Orientation Workshop," 210 Hanes.

3:30 p.m. Undergraduate History Association meeting, Union. All history majors welcome.

4:00 p.m. University Career Planning and Placement Services hosting "Business Internships," 209 Hanes.

5:00 p.m. Student Television's Campus Profile staff meeting, 226 Union.

6:00 p.m. Student Television's This Is It! staff meeting, 226 Union.

7:30 p.m. University Career Planning and Placement Services hosting a presentation by Data Flow, South Parlor, Carolina Inn.

8:00 p.m. Student Government inaugurating Student Body President, CAA President, Graduate and Professional Student Federation President, RHA President, and Student Congress Representatives, Union Film Auditorium. Newman Catholic Student Center hosting Dr. Roland

Murphy, Professor of Divinity, Duke University to speak on "Reconciliation and the Bible," as part of the Spring Lent Speakers Series, Newman Center. Please bring your bible.

## Items of Interest

Applications for Senior Class Marshalls for the class of 1987 are now available at the Union desk. Deadline for submitting applications is Friday, February 28, in Suite 216 B, Union.

## Advertising expert lecturing today at 4 p.m.

Rena Bartos, senior vice president of J. Walter Thompson Co., will discuss the future of advertising during a lecture next Tuesday, Feb. 25 at 4 p.m. in 2 Carroll Hall.

An expert on the effect of social trends on advertising, Bartos is one of the nation's most prominent women in the field. She has written on such topics

as advertisements that irritate consumers, over-49-year-old buyers, and women and advertising. As director of communications development at J. Walter Thompson, Bartos is responsible for identifying marketing opportunities that result from social change.

Bartos joined the firm in 1966 and was named senior vice president in 1975.

## Deadline for poem competition is March 1

The deadline for the Academy of American Poets' competition for the best poem or group of poems by a student is March 1. Manuscripts should be turned in to Max Steele, 215 Greenlaw.

The winner, to be announced at the close of the spring semester, will receive

\$100. Poets whose first recognition came from an Academy of American Poets' competition include: Sylvia Plath, Sherod Santos, Louise Gluck, George Starbuck, Tess Gallagher, Robert Mezey, Heather McHugh and Larry Levis.

## Forum on Central America today at noon

The Carolina Committee on Central America and the Campus Awareness network will co-sponsor a forum on Central America today at noon in the Pit.

Speakers include concerned students, Student Body President-elect Bryan Hassel and Democratic congressional hopeful Kirsten Nyrop.

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