



United Way gifts grow

The amount of ear-marked gifts to United Way's grew by 15 percent last year to about \$377 million.

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Raising the roof

Durham church surpasses goal for new building

In its first capital campaign for a new building in almost 40 years, Immaculate Conception Catholic church in Durham surpassed its \$680,000 goal by \$45,000. Organizers credit the work of volunteer members of the 88-year-old parish who made door-to-door fundraising appeals.

By BARBARA SOLOW

DURHAM

Several months ago, Father Donald Staib of Immaculate Conception Catholic church in Durham, went looking for inspiration for a Sunday sermon and ended up with information that became the theme for a major church fundraising drive.

He read that some varieties of olive trees can take almost 40 years to bear fruit.

"I talked to some forestry people to confirm that, and it turned out to be true," Staib says. "I used the idea of the olive tree in my sermon and it became the theme of our [fundraising] campaign."

It had been almost 40 years since the parish had conducted a capital campaign for a new building. No new construction had been done since 1972.

Between August and December of last year, parishioners raised \$725,000 for a new church building on Burch Street — surpassing the campaign goal of \$680,000.

Major gifts included \$50,000 for a

library; \$20,000 for a courtyard; \$15,000 each for a teen ministry room and classrooms; and \$30,000 for an assembly hall.

A decade ago, church leaders hired a New York-based fundraising consultant to run a fund drive that raised \$460,000 for church programs.

This time, Staib says, they opted for a more down-home approach.

The parish council hired Durham fundraiser and church member Tom Niemann on a part-time basis to help plan the building campaign.

Beginning with a corps of about a dozen volunteers, Niemann organized a series of early visits to major donors and training sessions for volunteer fundraisers.

Eventually, he estimates as many as 100 church members became involved in the campaign, and 1,000 of the parish's 1,100 families were contacted.

"What really made the campaign was the spirit of the parish and the volunteers," Niemann says. "And Father Staib was very effective from the pulpit."

Donors were offered special incentives, such as plaques on a "Wall of Recognition" and markers for gifts of \$2,500 and more.

In keeping with the theme of the campaign, an olive tree will be planted this spring on church property.

But fundraising efforts won't stop there.

In the coming months, Niemann will be studying ways to help increase regular donations to the parish, including creation of a Resource Development Office and



Fundraiser Tom Neumann, left, and Father Donald Staib of Immaculate Conception Catholic Church in Durham, inspect future site of a church building on Burch Street funded by \$725,000 raised by parishioners.

Photo by Marc J. Kawanishi

long-term "planned giving" opportunities for parishioners.

A recent study by a church research group of giving to U.S. religious charities showed that giving as a percentage of church member income declined among denominations studied.

Staib says the problem is not a lack of resources but an absence of organized fundraising strategies by church leaders.

"Prospects for increasing our offertory ought to be good. But Catholics have been slow to deal with this in a professional way."

Niemann has an approach he thinks will work.

"The best way to encourage people to give to the church is to get them to volunteer their time," he says. "We're looking to use the building campaign as a jumping-off point" for future fundraising.

PAUL FULTON

BORN: Sept. 8, 1934.

HOMETOWN: Walnut Cove.

EDUCATION: Virginia Episcopal School; University of North Carolina at Chapel Hill, B.S., business, 1957.

CAREER: Hanes Corp., 1959-81; executive vice president, 1976-81; Sara Lee Corp., 1981-93; president, 1988-93.

PHILANTHROPY: National chairman, \$25 million Centennial Campaign, Winston-Salem State University.

BOARDS: Sonoco Products, Hartsville, S.C.; NationsBank, Charlotte.

PASSION: Tar Heel basketball.

FULTON

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work for the community it serves, and undertaking an ambitious fundraising campaign to help finance the school's growth.

His goal is to make Kenan-Flagler a global leader in teaching, research and public service. To do that, he'll adapt his corporate strategy of integrated marketing, intertwining the business school's programs and operations, and putting them to work worldwide.

Driving his efforts will be his passion for community service, which reportedly is rivaled only by his passion for Tar Heel basketball.

"Every business has an obligation to put something back in the community," says Fulton. And Kenan-Flagler, he says, is obliged to impart that sense of community responsibility to students.

EARLY START

Since Fulton arrived, the staff of

the Kenan-Flagler Business School has been on a crash diet of early morning breakfasts. Crack-of-dawn meetings are one of his signatures and Fulton has been known to remind fellow workers that 6:30 comes twice a day.

His own days run at least 12 hours at the office and Fulton admits to taking work home with him. If he seems like a man on a mission, it's no surprise to people who know him.

Russell Williams, who was executive vice president of the United Way of Forsyth County when Fulton headed its campaign, remembers that regular weekly meetings at the Holiday Inn North in Winston-Salem began at 6:10 a.m.

"It wasn't 6:15 or 6, it was 6:10," says Williams, who now is executive director of the North Carolina Zoological Society.

Cleon Thompson, chancellor of Winston-Salem State University, also recalls Fulton's early morning meetings: "He walks into the room. Calls out three or four names. Says, 'Let's go get them. Give me some sugges-

tions on how to approach them.' And he goes from there."

What's more, Fulton follows up his meetings with phone calls - from wherever he happens to be in the world — to find out from his campaign co-workers how their meetings with prospects turned out.

WORLD VIEW

At Sara Lee, Fulton perfected the integrated approach to management, which connects all aspects of an organization such as research, development, finance, marketing, production and distribution.

At Kenan-Flagler, Fulton aims to tie together faculty recruitment, admissions, curriculum, teaching, research, executive education, corporate partnerships, development and marketing.

One of Fulton's goals is to continue the efforts of his predecessor, Paul Rizzo, to make Kenan-Flagler a world-class school. He likes to remind colleagues that "international business" is a redundant phrase.

A key strategy will be to give all

aspects of the school's teaching, research and public service missions an international focus. To help give students and faculty members a better understanding of the global market, Kenan-Flagler is establishing a base of operations in the region that's now experiencing the greatest economic growth — Southeast Asia.

THE RIGHT MONEY

As part of the \$400 million capital campaign at UNC-Chapel Hill, the business school already has raised \$45 million — \$10 million more than its goal. Half of the dollars raised by Kenan-Flagler will help finance a new \$40 million building complex, which is scheduled to open in January 1997.

Now, Fulton wants to raise another \$35 million to \$55 million for everything from executive education to support for faculty, students and programs.

To help do that, he has hired Michael Rierison, who headed corpo-

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BRIEFLY

Davidson College raises \$139 million

Davidson College has raised \$138 million in a \$150-million capital campaign that began in 1990 and continues through next year. The money will support building endowments and scholarships.

Vance-Granville college fund tops \$1 million

Contributions to the Vance-Granville Community College Endowment Fund Corporation have topped \$1 million. Recent donations to the Henderson college fund include \$5,000 from the Oxford Rotary Club.

UNC—Chapel Hill creates new fellowship

UNC-Chapel Hill has created a new faculty fellowship in honor of Wilmer Kuck Borden of Goldsboro. Borden's nephew, Frank Borden Hanes Sr. of Winston-Salem, endowed the fellowship, which will be open to faculty in the College of Arts and Sciences.

Walk for cure in Charlotte

The Charlotte chapter of the Juvenile Diabetes Foundation will hold its annual five-mile Walk for the Cure on April 9 at 9 a.m. at Paramount's Carowinds. Registration begins at 7:30 a.m. and free team photos at 8:30 a.m.

Knight Foundation backs Friday chair

The John S. and James L. Knight Foundation has given \$250,000 for an endowed professorship at the School of Education at the University of North Carolina at Chapel Hill in honor of former UNC System President William Friday. Tom Lambeth of the Z. Smith Reynolds Foundation and Betty McCain, state secretary of cultural resources, are heading a committee to raise \$417,000 more to qualify for \$333,000 in state matching funds.