

100% for St. Andrews -

The Inside Story

It's never been tried before.

Sometimes it pays to go against custom and try something entirely new. That's what St. Andrews Presbyterian College professor Jack Ferren likes to do; that's what he did when he invited the college's students to participate in the campus fund raising campaign for the annual fund.

Not only did he want help in getting the contributors, but to do the contributing. He said that students have the most to gain in the college's fundraising efforts.

"In 20 years, St. Andrews will merely be a pleasant memory for most of the faculty, but these students will be at the height of their careers and a flourishing St. Andrews will be a significant factor in their lives," Ferren said.

Ferren, who is co-chairman of the campus campaign of the annual fund drive at St. Andrews, convinced his marketing classes to help market the "100% for St. Andrews" theme.

"Our emphasis is on involvement, an affirmation of support by all the campus community," said Dan Mohn, St. Andrews director of development. "The unanimous response of our resident students was, as far as we can determine, unique among colleges anywhere in America. "And the endorsement by students sent a powerful message to our faculty and staff. The enthusiasm it has generated is amazing."

The 100 percent campaign got participation from 88 percent of the college's faculty and staff and 100 percent of the over 700 residential students of the college.

The campus campaign raised over \$21,000; over \$7,000 going toward scholarship funds. Ferren explained that his marketing classes took on the project of the "100% for St. Andrews" after they

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Introduction to Business



The Advertising Class

RESOLUTION

Whereas, the students, faculty and staff of St. Andrews Presbyterian College have completed the 1987 Campus Campaign based upon the theme of "100% FOR ST. ANDREWS", and Whereas, in response to that theme 88% of the faculty and staff participated in the Campaign, establishing a record level of support, and Whereas, in their first year of participation in the Campus Campaign 100% of the resident students affirmed their intent to contribute to the Campaign, therefore,

Be it resolved that the Board of Trustees of St. Andrews Presbyterian College does commend the entire student body, faculty and staff for their loyalty and commitment to the future of the College;

Further, that the Board expresses its deep gratitude to the student and employee volunteers whose outstanding efforts made this achievement possible, and

Further

that the Board takes special note of the support of the members of the Physical Plant staff and the student residents of Highland Hall and Freedom Village, as well as that of all students and employee units which achieved 100% participation.

Be it further resolved, that the Board of Trustees of St. Andrews Presbyterian College joins with the rest of the campus community in reaffirming its commitment to be "100% FOR ST. ANDREWS".

Campaign Results

Gifts for Faculty Endowed Scholarship — \$7,077.62

Unrestricted/other gifts — \$13,373.38

Student gifts — \$703

Total — \$21,154

Participation

Total faculty and staff participation — 167

Total student participation — 703