

The students speak out

by Denise Peck

The 100% for St. Andrews fund raiser effort was not only enthusiastically supported by the directors of the fund drive Catherine Neylans and Jack Ferren, but also was backed by a strong student support group.

Dorm presidents, suite leaders and students volunteering from various business classes took charge of the project and encouraged other students to make their donation.

Wilmington resident Mary Chapman encouraged the women in her dorm to participate in the fund drive.

"At first the students weren't sure where the money was going and it was our job to explain this to them," said Chapman. "Once they all understood how the students would benefit from the effort, everybody was 100 percent for St. Andrews."

Mary Ann McCloud and Carolyn Moore, also Wilmington dorm residents, went door to door collecting pledges on the final day from the last thirteen dorm mem-

bers. Beth Powell organized the fund raiser for all of Orange dorm.

Powell personally knocked on the doors of residents of four suites in Orange and spent up to two hours convincing one group to support the unique project. Orange suite leader Deidre Norris held a meeting to explain the 100 percent goal to her suite and by the next day, suite two as well as the rest of Orange dorm was 100 percent.

For Winston Salem dorm, Jim Reese and Bob Lentz took charge of encouraging participation. The fund drive took place right in the middle of Winston's planning stages for their annual toga party so the dorm was not pledged in full before the close of the two day window.

"Since the incentive for the two day window period was not available to us when we really became involved in the fund raiser, it was challenging to achieve 100 percent support.

"We had to make each student realize what they would gain by giving \$1.

"Sometimes it took a few seconds, and sometimes it took 45 minutes but in the end Winston Salem was 100% for St. Andrews."

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considered the way that colleges are funded.

"Many of them were surprised that colleges do not function on the money that they earn in tuition," he said.

A former IBM executive, Ferren applied a lot of that company's "can do" attitude to the campaign.

"We couldn't lose in our efforts," Ferren said, "because the emphasis was on participation and not on cash.

"As a matter of fact, the campaign surpassed all previous records for cash and participation; these students did a really tremendous job at marketing this alien concept of donating money to a college that you pay to attend."

Students went to each suite in all the dorms with a list of names in their hands. "Has your name been checked off?" they asked.

If your name was checked off, it meant that you had pledged to the campus campaign. Again and again students checked off their own names and became part of the 100 percent.

Asked if there was peer pressure on the students, the student in charge of the project, Richard Yercheck said, "There is peer pressure of a sort, but it's the kind of pressure that leads us to do good; it's what makes our society function. "Peer pressure is there all the time, both for good and for bad."

There are several dramatic stories that the students themselves

Amy Heavner volunteered to head the fund drive for Concord dorm. When explaining the project to the suite leaders, she stressed the symbolic points of the effort more than the financial end.

After all, she said, St. Andrews spends more than the \$800 the dorms would bring in during the first hours of its operation.

To Concord members still hesitant about the fund raiser, Heavner asked the questions, "Do you believe in St. Andrews? Are you glad you go here? and Why not give \$1 to symbolically show your support and appreciation for a good education from St. Andrews."

Each of the residential dorms was a success story for the 100 percent for St. Andrews fund raiser.

Elderhostel Joins In

The 25 Elderhostel participants at St. Andrews Presbyterian College last week saw the signs around campus that say "Albemarle Dorm is 100% for St. Andrews" and "Orange Dorm is 100% for St. Andrews" and they decided to be 100 percent for St. Andrews.

The campus campaign at St. Andrews is using the theme "100% for St. Andrews" to pull full

have to tell.

Tony Orange, the president of the disabled students' dorms at St. Andrews, had his dorm's pledged money in hand on the first day of the fundraising drive by 10:15 a.m. Orange had collected all the pledges the previous week.

The goal of 100 percent participation served as a learning experience about St. Andrews for dorm residents, Orange said.

"By personally talking to each dorm resident about the fund drive, I was assured that everyone felt good about supporting the college," he said.

Yercheck served as an ad-

PEOPLE INSTRUMENTAL IN 100%

Richard Yercheck

Tony Orange

Carolyn Moore

Jim Reese

Judy Deittrick

Glenn Garrison

Charles Hays

David Perkinson

Deidre Norris

Karren Kessinger

Donna Byrd

Beth Powell

Mary Chapman

Jock Wheeler

John Newman

Amy Heavner

Mary Ann McCloud

Thorny Guthrie

Ginger Egel

Michelle Venable

Jeff Callahan

Roger Cole

James Beatty

Brian Greene

David Turner

participations from all segments of the college in the institution's fund drive. Elderhostel, composed of peoples in their 60s or older, visits St. Andrews several times a year.

Mrs. Gerda Semrau, of Englewood, Fla., presented the gift to Dr. Jack Powers, vice president for external affairs at St. Andrews.

visor to dorm presidents throughout the project. Through the fund raiser, Yercheck saw a way to involve students in the betterment of St. Andrews.

Ferren's classes used a certain amount of incentive in getting students to participate. Dorms that had 100 percent participation in the first two days of the drive received the right to designate \$1,000 to be applied to a special project of their choice and their dorm got \$250 in funds.

"For the development program at St. Andrews, we have cultivated an awareness among students, while they are here, of how a college gets its operating funds," said Mohn.