

# Elon's Jerry Tolley

## First coaching Now raising cash

By Alan Wooten  
Special to The Pendulum

There was a time when the names he dealt with included John Bangley, Phil Renn, Chris Worst and Bobby Hedrick.

Now the names include Nabisco, Jefferson-Pilot, AT&T and Alcoa.

They are names Jerry Tolley spends his days with. Yes, it's the same Jerry Tolley who won back-to-back national championships in football while coaching at Elon from 1977 to 1981. During that time, his teams won 79 percent of their games.

Tolley has moved on to help Elon College raise money, and already he's proving himself to be a winner in that capacity, too.

His record as director of corporate and alumni annual giving speaks for itself. Consider that last year 38.9 percent of all persons ever enrolled at Elon made a contribution to the college. Compare that to the national average of 17 percent. Consider that Elon was the leader in percentage of alumni donors among coeducational colleges in North Carolina.

The list goes on, but Tolley wants the numbers to be even better. "We want to be the tops in the state every year," Tolley said. "We also have a goal to be in the Top 10 in the Southeast. Right now, we are 16th, according to the Council for Advancement and Support of Education, which supplies these figures."

"We don't always get the large dollar amounts that we want, but we do try to encourage participation," Tolley continued. "We count everyone as an alumnus, too. That means if a person came to Elon one day and then decided to leave, he is counted as an alumnus."

Elon's record of alumni giving would be even better if it counted only those who graduated, Tolley explained.

Under Tolley's direction, the percentage of alumni contributors has moved from 13.8 percent in 1981 to 38.9 percent in 1984-85. The dollar amount has nearly doubled, going from \$77,000 to \$151,000, in this period. (These totals do not include restricted gifts, which are made for a specific purpose such as an athletic scholarship.)

"We haven't had a program for soliciting money as long as some

of the other schools against whose records we are competing,"

Tolley said. "We usually write letters to about 15,000 people after Thanksgiving. This will let them know about the Phonathan coming up in the spring. We also let alumni, friends and parents know what is going on at Elon."

"Our greatest assets are our students," said Tolley, pointing out that 38.7 percent of the parents of the present student body donated a total of \$35,000 last year.

In the last five years, he noted, 58 percent of Elon graduates have made gifts, as opposed to 31 percent of non-graduates who made a gift.

Tolley knows the way to get the most out of his people. His 1980 national championship football team was considered by many to be not too far above average in talent. But its unity was so strong that the obstacles on the way to the title were all overcome.

That ability is still there. Tolley says that one of his favorite ways to entice potential donors is to let them know of competition with other colleges and universities. "We tell them about our battle to beat Davidson, Wake Forest and North Carolina, and that gets them to the point where they want to win. I don't know why it is so, but Elon people have been and will be very competitive."



Photo by Rexanne Ayers

TAKING THE TEST: Dottie Souder, area coordinator in the New Area, participates in a controlled drinking experiment during alcohol awareness week.

## Effects of alcohol are demonstrated

Last week was Alcohol Awareness Week and several campus-wide programs were conducted to educate students on the effects of alcohol.

One of these demonstrations was the Controlled Drinking Experiment conducted in the Harper Center located in the North Area.

Andy Minnis, coordinator of Alcohol Awareness Week, along with the Elon College Police Department, showed the effects

of alcohol consumption by using the breathalyzer and various road-side sobriety tests.

Five individuals were selected to participate in the demonstration. Each drank between four and five beers in about an hour under supervision. They were then tested for their blood/alcohol content.

Those who consumed five beers containing less alcohol than regular beer had about a .01 blood/alcohol level. Those who

drank five regular beers had blood/alcohol levels ranging from .04 to .07. A blood/alcohol level of .10 is considered legally drunk.

Most participants performed poorly on the selected sobriety tests administered by the police officers. Even after a few beers, the five participants had significantly lower reaction times and were considered by the police officers to be hazardous on the road.



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