

UNION

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Today Union is vice president of Union Corrugating Co., and she continues to combine her role as a business leader with that of community fundraiser.

In addition to serving on the Cumberland Community Foundation board, raising money for the Beth Israel Synagogue endowment, and continuing to raise money for the library art collection, she is the chair of the college development committee for Methodist College.

The committee oversees fundraising for the private, 1,500-student, liberal arts college. It raises money, advises the college development staff and identifies and recruits fundraising volunteers.

Union has chaired the committee for the past three years, and

while she says the work is not time-consuming, that will soon change. In November, the college started preliminary fundraising for a capital campaign that will fund classrooms, additions to the library and the college endowment. The campaign, Methodist College's second in 10 years, has a \$6.5 million goal and will be announced to the public in the summer of 1995.

Union says the biggest challenge in raising money in Fayetteville is competing with other worthy causes. She compares fundraising to the steel industry, in which marketing of products is by packaging, promoting and selling.

The difference is your audience. When you're fundraising, you want to promote your program as one that people will want to be part of - one that will benefit the entire community, she says.

Union characterizes her

fundraising work as that of a facilitator, someone who prefers to work behind the scenes. People who raise money with her describe her as someone who can be counted upon to provide leadership.

"Her ability to plan, organize and direct the other trustees in realizing their fundraising goal is outstanding," says Beth Pankey, vice president for development at Methodist College. "For the last three years, we've seen an increase in money raised for the college, and it's largely due to Terri's efforts."

Union is much more modest about her accomplishments.

When she agreed to be interviewed by the Journal, she said, "If you decide not to use the interview, that will be all right. I just hope that if you do, it will inspire others to give to the community."



Terri Union

I strongly believe you cannot go through life just taking; you must give something back.

TERRI UNION

*Chair,
Development Committee,
Methodist College*

ROCKY MOUNT

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employees throughout its service area, contributed more than \$500,000 last year to charity in communities in which it has branches.

Because Rocky Mount has only a few large employers - Centura, Boddie-Noell Enterprises, Hardee's Food Systems, Consolidated Diesel, and Abbott Laboratories - many nonprofits have also turned to smaller employers to help diversify their funding base.

North Carolina Wesleyan College, for example, raised \$341,000 in September at its annual one-day drive for operating funds. The dollars were raised by 205 volunteers - mainly corporate executives and managers - who solicited

gifts from businesses and individuals.

The pool of local corporate dollars is being used for an increasing number of nonprofit projects.

North Carolina Wesleyan, for example, is completing a capital campaign that saw its goal rise to \$10.2 million from an initial target of \$8.3 million.

"Those funds have come from the same corporations and individuals who give to the annual campaign," says Sylvia Parker, director of development.

Rocky Mount Academy recently raised nearly \$2 million in a three-month capital campaign, surpassing its \$1.9 million goal. Most of the funds were raised through challenge grants by large local employers that were matched by parents of academy students.

And several churches are rais-

ing funds or considering campaigns for construction projects or equipment purchases, such as church organs.

The United Way, with 19 agencies, hopes to raise \$1.13 million in its annual campaign this year.

Incoming executive director Johnnie Gantt, who is now executive director of Big Brothers/Big Sisters of Nash and Edgecombe Counties, says that to be effective in raising money, nonprofits must demonstrate that they are good stewards of the funds they do receive, and creative in designing services that produces successful results.

Gantt says that nonprofits must show that "we can raise our own funds when it comes to approaching corporations because there are so many agencies that are dependent on these same groups.

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