

advance

Summer 2000

Council for
Advancement and
Support of Education

Great Lakes
District Five

Which one are they?

Nationwide survey groups alumni into four personalities

Ever wonder why something that works so well for one alum while at the same time falls flat on its face with another? Using the right approach while writing articles and brochure/Web copy targeted toward alumni? A recent nationwide survey reveals four basic personalities among alumni that can help you decide how to target alumni in activities, correspondence and asks.

"We realized that learning what kind of a relationship alumni desire to have with their alma mater could be a very useful tool," explains Jim McGee, vice president of research science with Campbell Research, the firm that conducted the study last November.

The study helped to define the personalities through objective statistical analysis applied to a series of 20 questions about graduates' relationships



Photo courtesy of The College of Wooster

Alumni from The College of Wooster gather for informal conversation on the lawn of the alumni center during an ice cream social on Alumni Weekend. Knowing alumni personalities can help when developing targeted communications and programming for alumni.

with their alma mater. The groups were based on their characteristics. They include:

• **Rallyers** represent 19 percent of alumni who are the core of any program. They are interested, active and capable. Most colleges know who they are: those already giving, volunteering and participating in alumni activities.

see Knowing alumni personalities, next page

Close up

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Conference is Dec. 10-12

"Anticipating the next curve" is theme of annual CASE V program in Chicago

Last December, we "shifted gears" at the 25th annual CASE V conference. This year, the conference will help you navigate at the higher speed.

Planning is well underway for the 26th annual CASE V Conference Sunday, Dec. 10, through Tuesday, Dec. 12, 2000. "Anticipating the next curve" is this year's theme. Around 2,000 participants are, again, expected at the Sheraton Chicago Hotel and Towers. Start making plans to attend!

Tracks for this year's sessions include the traditional four: Alumni, Communications, Development and Management. Plans are underway to include special sessions on Monday geared specifically toward Independent Schools (K-12 schools) and Community Colleges. A pre-conference for newcomers to the advancement profession will be held Saturday, Dec. 9. And, a Sunday morning workshop on goal setting is planned.



Along with providing specific topic information, all sessions will attempt to answer these questions:

- What can you expect in the next five to 10 years?
- How will those expectations impact your job?
- What needs to be done to position yourself for these changes?

see 2000 Conference, page 4

DISTRICT
CASE. V
www.casefive.org

Knowing alumni personalities can help

From previous page

• **Reminiscers** make up 24 percent of alumni. They have fond feelings for their alma mater, but consider college more as a past experience than a present opportunity. They are a reliable base of gift support at modest levels, but offer relatively limited potential for upgraded involvement.

• **Reconnecters**, the largest group at 33 percent, are the unrealized opportunity among alumni. They haven't kept up as well with classmates and happenings, and many haven't donated. But they are interested in reconnecting with their alma



McGee

mater. They are open to using the college as a resource and willing to help current students. They tend to have less giving capability, but remain interested in giving. A relative few reconnecters make significant gifts.

• **Resisters** comprise 24 percent of alumni and are the dead weight in alumni ranks. They don't necessarily dislike their alma mater, they just wish it wouldn't bother them any more. Having formed fewer relationships during their college years, resisters have little desire to give or otherwise be involved in the ongoing life of the institution.

"While the results were not surprising to me," says McGee, who has worked with collegiate research for the past decade, "the important thing was that we let the respondents determine the structure of the segments. Then we came up with the names for the four groups that emerged."

The research has been compiled and put in an R4 Matrix, which

was identified through cluster analysis, a statistical technique used to identify groups of people whose attitudes, values or behaviors are similar to one another, and dissimilar to those in other groups. Once defined, the groups are described in detail using other variables from the survey. (See sidebar.)

The R4 Matrix can help develop targeted communications appropriate for each group of alumni. For instance:

• A fund-raising letter that appeals to alums' "sense of duty" can be effective with Rallyers and Reminiscers. The same letter is likely to fall flat with Reconnecters, who would be better persuaded by a reminder of the career power gained through college.

• Based on giving history alone, it's hard to tell a Reconnector from a Resister. But in reality, they are quite different — Reconnecters offer gift and volunteer potential; Resisters offer an opportunity to save on printing and postage.

The data come from Campbell's nationwide phone survey of 200 graduates from four-year colleges and universities. Sixty-three percent of the respondents were alumni from public institutions, while 37 percent aligned with private colleges. McGee says results from the two types of institutions were surprisingly very similar. Because the segments are intended to be relatively stable over time, he predicts a similar study in the near future would find similar results.


McGee says similar surveys can be conducted on any college campus. "Some institutions may want to define their own unique segments," he notes. "But the R4 Matrix provides an easy and inexpensive way for colleges to use these personalities."

More information on using the segments can be obtained from Campbell Research.

About Campbell Research

Campbell Research is a research firm that has served headquarters of the large, non-profit organizations (such as Boy Scouts, the American Red Cross, Salvation Army and more) for about a decade. In recent years, colleges began expressing interest in the firm's research. So last year, Campbell Research began conducting national research to share broadly. "The research has generated a great deal of interest," says Bruce Campbell, founder and president. Campbell Research publishes a free newsletter, "The College Report." For a free subscription or more information about Campbell Research, visit: campbell-research.com, call (805)922-0880, or e-mail jmcgee@campbell-research.com.


Close up



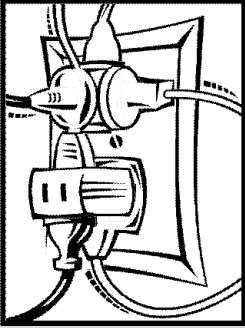
Rallyers (19%)

- Active and involved — welcome almost all communication
- Keep up with classmates and college happenings
- Continue to use the college as a resource
- Financially successful — 26% have income of \$100,000-plus (vs. 15% of others)
- Likely to have given financially — can be motivated by many types of appeals
- Tend to be younger — 28% are under 35 (vs. 19% of others)
- Eager to be contacted via e-mail (32% prefer "most" or "all" contact this way)

Reminiscers (24%)




- Positive feelings toward alma mater
- High interest in college athletic teams
- Low interest in continuing education or career resources
- Very likely to give (only 7% say they've never given)
- Make modest gifts (less than \$500); almost never give over \$1,000
- Motivated by thankfulness for good college memories
- 70% are male (vs. 57% of others)



Reconnecters (33%)

- Haven't always kept up with college happenings, but still interested
- Interest in continuing education and in career resources
- Motivated by thankfulness for college's role in career
- Also motivated by opportunity to do something lasting
- Less affluent — 25% have income under \$40,000 (vs. 18% of others)
- Less likely to have given (29% report never having given)
- Some interest in giving, and a few make sizable gifts (\$2,500 or more)
- Some interest in helping current students

Resisters (24%)



- Little interest in college
- Didn't dislike college experience, but formed fewer relationships
- Like Reconnecters, 29% have never given
- Unlike Reconnecters, have very low interest in giving
- Unlikely to be motivated by appeals
- Prefer little or no contact from college (21% don't want any mail)

My view

Are alumni characterizations too general?

This issue of *advance* reviews a recent study that attempts to define, in general ways, the relationship alumni have with their alma mater. How important is it that we do this?

The College of Wooster Alumni Board discussed in small groups the R4 Matrix during its April meeting. The Board also discussed generational trends and gaps, but the R4 Matrix resonated more with the alumni leaders. They found the research to be interesting and helpful.

During a summary session, small groups reported some of the following observations and questions:

- How do we address the Reconnectors?
 - Is there a way to help the enthusiasm of the Rallyers to "percolate down" and impact Reminiscers and Reconnectors?
 - What activities and services will be most attractive to the individual groups?
 - Are there activities and services that will be attractive to combinations of groups?
 - Reminiscers require personal contact; the activities and services offered need to be relevant.
 - Rallyers are the best leaders and volunteers among our alumni.
 - Make it easy for alumni to "reconnect." Always make them feel welcome.
 - Is it worth the effort to focus any resources on the Resisters?
- While being too prescriptive about the characterization of

alumni as a whole can be dangerous — all alumni are unique in their own way — the R4 Matrix certainly provides an interesting way to think about our work.

As professionals we can relate to the joy of working with Rallyers because of their enthusiasm and seeming willingness to do just about anything to support their alma mater. Our hearts can be warmed and our listening skills tested by the memories and sincerity of the Reminiscers. The

While being too prescriptive about the characterization of alumni as a whole can be dangerous — all alumni are unique in their own way — the R4 Matrix certainly provides an interesting way to think about our work.

challenge of assisting the Reconnectors to draw closer to the institution is fulfilling and a daily reality check. And, who among us has not experienced frustration from not being able to successfully reach out to the Resisters?

The reality of the Resisters is that alumni relations professionals cannot magically change the experience alumni had at our institutions as students. This fact would suggest that the alumni office should be a strong presence

on the campus, connecting alumni — especially Rallyers — and students with one another.

It perhaps also suggests that the alumni office should, at appropriate times, be a strong advocate to ensure a quality student experience on the campus. As we seek to engage students with the alumni office, why target the students who are the campus leaders today because they will likely be the Rallyers as alumni?

Finally, the College of Wooster Alumni Board interjected a note of caution and reality into the conversation about the R4 Matrix. People change as a result of an enormous array of factors. Board members also pointed out that alumni can be influenced by their peers and the work of the Alumni Office.

While alumni characterizations such as the R4 Matrix should not be the only influence in directing programs for alumni, it should be an important one. It can be a critical tool in helping reach out to this most important public, the bread and butter of an institution — the alumni.

—Jeff Todd

Director of Alumni Relations & The Wooster Fund
The College of Wooster



Todd

Distinguished Service nominations sought

Nominations are sought for the CASE V Distinguished Service Award. Presented at the district conference in December since 1980, the award recognizes an advancement professional who has given outstanding service to the district during at least a five-year period. Service to the district, operated totally by volunteers from the membership, is the major factor in determining recipients.

A committee of a board member, two former award recipients, and a member at-large makes the recommendation for selection.

Submit letters of nomination to: Lynn Carver, Associate Director of Alumni Relations, Northwestern University, 1800 Sheridan Road, Evanston, IL, 60208-1800, or at: l-carver@northwestern.edu. Nominations are due Nov. 1.

Past CASE V Distinguished Service Award recipients include:

Fred Volkmann, 1980
Bob Odanjell, 1981
Gayle Langer, 1982
Ray Willemain, 1983
Arnette Nelson, 1984
Ray Rowland, 1985
Royster Hedgepeth, 1986
Barbara DeBoer, 1987
Jan Augenstein-Miller, 1988
Carl Magel, 1989
Ron Stephany, 1990
Bob Forman, 1991
Linda Crossley, 1992
Tom Peters, 1993
Jamie Jeremy, 1994
Vaughn Dann, 1995
Dick Sollman, 1996
Michael Malone, 1998
Karen Engelhard, 1999

Beyond Boundaries: Toronto 2000

This year's CASE International Assembly, Beyond Boundaries: Toronto

2000, runs Thursday-Saturday, July 13-15, in Toronto, Ontario, Canada's Royal York Hotel. (There are special forums on Wednesday, July 12.) The event is geared toward mid- and senior-level advancement professionals as they look to take advancement in new directions.

Basic registration for CASE members registering after May 1 is \$575 (U.S.) Various other discounts apply. A discounted room rate is available until June 10 at \$128 (U.S.) For hotel reservations, call (800)441-1414 (U.S. and Canada). Make hotel reservations soon — the room block often fills before the deadline. Get on the assembly mailing list at: assembly@case.org. Or for other assembly information, visit: www.case.org/training



CASE commissions working

Alumni relations issues

CASE's Commission on Alumni Relations has been focusing on the CASE Learning Network, an online resource site that will debut later this year. "We have been developing a list of frequently asked questions to help users determine what part of the network will be of most help to them when they access it," explains Dawn Dempsey, Senior Director of Alumni Programs at the University of Michigan and commission liaison for CASE V.

Along with developing questions, the commission is answering the questions. And, the commission has been developing a glossary of terms to help users understand the lingo of the profession.

Dempsey says commission members have been discussing current issues that need to be addressed, so they can be included in session topics at conferences. And, the commission is looking at CASE awards.



Dempsey

Communications update

The CASE Communications Commission has recently given specific attention to the new CASE Network, says Karen MacArthur, executive director of Institutional Developmental Delta College and commission liaison for CASE V. "It will be rich in resources and designed around the advancement core functions (an outgrowth of the core curriculum) of communications, philanthropy, and alumni," she explains.

In addition to the core functions, commissioners have been working to identify a glossary of advancement terms, frequently asked questions (and, their answers), and "communities of practice." MacArthur says the network was not conceived to replace face-to-face relationships, rather augment the work at district levels.

MacArthur says the commission has been working on the Circle of Excellence Awards Programs and Summer Institute for Communications curriculum.



MacArthur

2000 Conference is planned at Chicago Sheraton

From page 1

The programming members of the 2000 Conference Committee met in early April to discuss session topics and other ideas. Some of the new ideas planned for the conference include:

- informal breakfast, luncheon and social meetings for Independent Schools and Community Colleges, allowing for more networking.
- a panel discussion by retiring senior professionals during the Tuesday morning Senior Professionals Breakfast, in which panel members will discuss what they foresee in advancement in the next 5-10 years.
- more sessions geared toward senior professionals, newcomers, Independent Schools and Community Colleges.

There will be ample time for socializing and networking with colleagues, too. Once again, plan to return to the hotel for dessert, entertainment and conversation Sunday evening. And, there will be a third annual Monday night visit to The Second City.

Complete information will be included in the call for registration material to be sent to CASE District V members in mid-September. Stay updated by visiting the CASE V Web site, www.casefive.org

What's being planned

Here are some of the sessions being planned for this year's conference:

Alumni—

- Appealing to alumni electronically
- E-mentoring
- Holding "Cluster Reunions" (not just one class year)
- How are alumni clubs generating income?

Communications—

- Demographic trends: What will the Echo Boomers/Generation Xers bring to campus?
- Techniques for environmental scanning to recognize emerging trends
- Psychographics: Delivering a forceful message that resonates with audiences
- Media relations in cyberspace
- Developing an integrated marketing plan

Development—

- Relationship building: Making the ask with the entrepreneur or "new wealth" prospect
- Using technology with the annual fund
- The \$43 trillion wealth transfer to the Baby Boomers
- Recognizing a planned giving prospect
- Gender and cultural diversity: Understanding the donors of tomorrow

Management—

- Recruiting and hiring staff for advancement in a tight job market
- Professional Development: How to train staff new to advancement
- Traveling smart on the job
- Investing in your retirement

**CASE V 2000 Conference:
Dec. 10-12, Sheraton Chicago**

World-class filmmaker, adventurer to kick-off conference

A man who knows firsthand about anticipating the next curve, not to mention the next crevasse, will give the keynote address at this year's conference. David Breashears, who climbed Mount Everest four times and directed, photographed and co-produced the first-ever IMAX film of the mountain, will speak during the opening session from 5-6:30 p.m. Sunday, Dec. 10. His film, "Everest," premiered in March 1998 and quickly became the most successful IMAX movie ever.

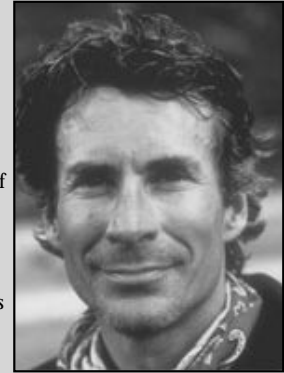
It was during the now-infamous blizzard of May 10, 1996, that Breashears and his team were in the midst of making their historic film. In the tragedy that soon followed, he stopped filming to assist several stranded climbers to safety. He and his expedition members were later recognized as heroes. They regrouped and reached the summit of Everest May 23, 1996, achieving their goal of becoming the first to attain IMAX film images from the top of the world.

During his address, Breashears will speak about the challenges he faced on his expedition and the tragedy that led to the deadliest day in

Mount Everest history. His multi-media presentation includes a slide show of images from his IMAX expedition. Breashears says if there's a lesson to be learned from the May '96

tragedy, it's that success wasn't being the first IMAX team to reach the summit. Rather, it was that everyone on his team survived — and that you can climb Everest and survive.

Following the speech, a reception for all conference participants will be held in the Resource Center, which features an array of exhibitors and consultants. Don't miss it!



Breashears

Career Center: Back by popular demand

This year's Career Center at the conference will be open Sunday afternoon through Tuesday afternoon, offering comprehensive resources for career management and job search assistance. Job seekers and employers will have visibility through the "Positions Wanted" and "Positions Available" listings, and opportunities will be available to arrange interviews. Take away tip sheets to answer key job search concerns. Career counselors will be available to help plan strategies, review resumes, or practice interviewing skills. See the Call for Registration for Career Center program details and for instructions on submitting resumes or job postings.



CASE V Fest... Socializing and having fun with CASE V colleagues is part of the agenda at the annual CASE V Conference, like it was during last year's closing event. This year's theme is "Anticipating the next curve" and will include intensive programming sessions, along with an opportunity to network with colleagues from throughout the district.

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Kinders



Kranz



Nelson



Parker



Pearson



Winn



Harris



Hatting



Heintz



Zollinger

Raising money for community projects

Editor's note: This excerpt is taken from the chapter "Takin' it to the Street: Program Development and Raising Foundations Dollars for Community and Regional Programs," written by Cathy Hanby-Sikora of Hanby-Sikora and Associates Inc. and former Director of Corporate and Foundation Relations at Duke University's Medical Center. It is reproduced here with the permission of CASE Books. The chapter appears in *Corporate and Foundation Support: Strategies for Funding Education in the 21st Century*.

Too many folks still believe that the way to raise foundation dollars is to write a terrific proposal and send it out to lots of foundations. Please don't waste your time. Raising foundation dollars is like individual fund raising in that it's the relationship that counts. Before writing a proposal, you need to know your prospect, have (or create) a link with the organization, know its current interests, and, in the great majority of cases, have a personal contact and conversation about your idea. Think of it this way: You have the best chance of having your project funded if you do your advance work so that, when your proposal arrives, a person of authority thinks to himself or herself, "Ah, yes. Here it is, just as we discussed. And I see they acted on my suggestions." Keep in mind that people

Raising foundation dollars is like individual fund raising in that it's the relationship that counts.

give to people, and your efforts will be much more effective and far-reaching.

Let's look at who might fund your initial community project.

Community foundations

If your community has one, it's a natural. The community foundation exists to receive contributions from people who share an interest and commitment to the community's health and vitality. Sometimes

donors give their money and tell the foundation where they would like it spent; sometimes it has priorities of its own. Either way, get to know the principals to see if your objectives might coincide with some of theirs.

Private foundations in your community

These foundations have priorities much broader than your community, but because their people live and work there, some funding may be earmarked for the local area. You still need to fit into their strategic priorities—that is, be working on a problem the founda-



tions exist to address—but the boundaries may be a little more flexible if they have funds they need to spend locally. Check with program officers you know, too. Large foundations often give senior program officers the authority to make small grants to projects nearby without having to go through the usual proposal review process.

Regional foundations

These are often larger foundations that care about issues common to all parts of your region. Quite often, they are oriented to problems within a given state. Can your project be used as a local demonstration, then expanded to cover a broader area? If so, consider statewide and regional foundations as your prospects for expansion. But make sure your own mission is statewide

or regional or you risk putting time into a program that your campus leaders won't see as strategically significant.

Family foundations

Sometimes referred to by fund raisers as "checkbook foundations," in their simplest form these amount to a charitable entity that a family maintains, into which it makes philanthropic gifts and out of which it makes grants to worthy causes. They don't usually have professional staffs (although some have grown into the largest foundations in the United States and have extensive staffs). You can often identify, cultivate, and solicit these foundations through contact with an influential family member. Look for links between them and your institution as you would with individual prospects. Do some of them sit on your boards or working committees? (If not, there's a project that is worthy of some thought and planning.) Are they friends with any of your institution's leaders? Have they taken a recent public stand on just the issue your program addresses? Family foundations are the fastest growing group of foundations today and though they take some extra time to identify and understand, they are well worth your time.

Corporate foundations

These organizations get their money from a for-profit company, so their strategic decision making is tied to business strategies. But community improvement is nearly always among their interests. They know their employees have to live and be happy in the community, and they want to position themselves as good corporate citizens. So don't overlook them as sources, especially if you have ties to the company and thus someone to champion your cause from within.

To order a copy of the book from CASE, call (800) 554-8536. (\$45 CASE Members plus S&H.) Visit our searchable catalog at www.case.org/books

CASE V File

A look at new faces in CASE V. Send items for CASE V File to: advance@uwvlax.edu. You may include a photo.

Mark O. Bricker has been promoted to controller of the University of Cincinnati Foundation.

Charley Hendersen has been named associate director of public relations at Elmhurst (Ill.) College.

University of Cincinnati Foundation Chief Financial Officer **William E. Henrich** has been given the added title of associate vice president for the University of Cincinnati.

Paul Miller (see photo) has been appointed assistant director of corporate giving in the University of Southern Indiana (Evansville, Ind.) Development Office.



Miller

Steve Richards has been named executive director of corporate and foundation relations at Franklin (Ind.) College.

Valparaiso (Ind.) University has the following new employees:

- **Tim Davis**, foundation and corporate relations director
- **Michael Linebrink**, development director for athletics
- **William Trowbridge**, planned giving director, recent Valparaiso School of Law graduate
- **Amy Wozniak**, annual giving director
- **Patty Bammert**, matching gifts coordinator
- **James Acton**, associate director of alumni relations
- **Tobey Tamber**, assistant director of annual giving programs

In addition, two Valparaiso employees moved into new roles. **Cathy Svetanoff**, formerly annual giving director, is now a development director for a region and **Nicole Siewin**, formerly an assistant in alumni relations, is associate director for alumni relations.

Correction

The name of Karen Engelhard, senior administrative specialist at the University of Wisconsin-Stevens Point, was misspelled in the spring 2000 issue of *advance*. Engelhard received CASE V's 1999 Distinguished Service Award.

CASE Work

A look at some of the honors CASE V institutions received for their work in higher education. Send items for CASE Work to: advance@uwvlax.edu.

The American Association of University Women Legal Advocacy Fund has awarded **Grand Valley State University**, Allendale, Mich., with the 12th annual Progress in Equity Award in recognition of the university's study to improve campus climate for women.

Sinclair Community College, Dayton, Ohio, has been named one of the six "Best Practice Partner" col-

leges and universities in North America by the Council for Adult and Experiential Learning. Also, three faculty from the college were selected to participate in a federally-funded project, "Advancing the Humanities through Technology at Community College." Sinclair was one of 17 colleges nationwide selected. Also, Sinclair has been selected by an international evaluation committee as one of only 12 Vanguard Learning Colleges in the United States and Canada for its "outstanding record of achievement in learning-centered education."

Take five

Editor's note: "Take five" provides ways to take a five-minute break. Information is provided by Jack Curtis, professor of health education and health promotion at the University of Wisconsin-La Crosse and author of 14 books including "Learn to Relax: A 14-day program" and "The Mindset for Winning." Jerry Braza is a professor of health education at Western Oregon University and is the author of several books including "Moment by Moment: The Art and Practice of Mindfulness."

How often does your mind race ahead of your body? Learning to be "where your feet are," or mindful, is a powerful concept.

This simple concept can be used throughout the day. Mindfulness may be one of the best-kept secrets for reducing stress, enhancing relationships, increasing productivity, and bringing joy and peace to your life.

Mindfulness is "becoming fully aware of each moment and of your activity in that moment." Most of us aren't very mindful because we get caught in the familiar way of doing things. We travel to work the same route; we respond to others the same. This leads to a lack of excitement and boredom. When you're mindful, you discover new ways of doing the same thing.

Two of the most important qualities of mindfulness is living in the present and keeping yourself open to a variety of perspectives. Small children, very mindful by nature, will point out every bug and cigarette butt during a walk.

Terminally ill people are also mindful. Once identified as being terminal, many report they finally begin to realize what's important. We're all "terminal" so why wait?



There are several questions to ask to begin the mindfulness process:

- "Am I a 'human being' or a 'human doing'?" If, because of busyness, the answer is "human doing," it's time for change. When you feel a sense of urgency, periodically throughout the day take a deep breath, slowly exhale and relax while reminding yourself to enjoy the moment. What do you hear, see, smell, sense?

- "How often am I with someone, yet not really there?" Does your mind wander while talking with others? This happens most often with the closest people in our lives. During conversations in the future, make a concerted effort to "be present" throughout the entire conversation. Don't allow your mind to wander, make them the most important person in your life at that moment.

- "What from the past is robbing me of a sense of peace in my life?" If there's unfinished business in your life, it's time to bring it to closure. It may be as simple as completing a project, picking up the phone to work out differences, or just calling someone to tell them you love them.

- "Where am I going anyway?" Ask yourself "does happiness come from arriving or from the journey?" By being less involved in the destination, you'll discover you and happiness are available in the present moment.

"Take five" and enjoy each moment. Learn to be present with yourself and others. Let go of the past and live each moment as if it were your first and last.

Mindfulness may be one of the best-kept secrets for reducing stress, enhancing relationships, increasing productivity, and bringing joy and peace to your life.

CASE & Point

In CASE V tradition, here's an opportunity to assist colleagues throughout the District — share an idea that has worked, or explain how you handled a challenge. Send your ideas to: advance@uwfax.edu. Those submitting ideas printed will receive an *advance* memento.

On-line auctions

Looking for ways to expand your charitable auction? Barry Smale, immediate past president of the Washington, D.C., Chapter of NSFRE has come up with a way. He has teamed up with "net" engineers and co-founded a company that creates and manages "online" auctions for non-profits, and other e-commerce ideas for organizations. The auction doesn't work like E-Bay; it is a seller-only auction. You can peruse an internet auction at www.davincisworks.com/. Look under "Our Customers" and scroll down to the Benedictine School site, whose auction ran during April and May. More auctions have been planned.

Need a tip on tipping?

Wondering if you should tip the hotel maid, or taxi driver? The February issue of *Postcards* magazine, published for Carlson Leisure Group, asked the group's travel agent for advice on tipping.

- Taxi/Limo Drivers: \$2-\$3 is acceptable, tip more if the driver is especially helpful with luggage and getting you there on time — and safely.
- Doorman: \$1 for hailing a taxi. More if he carries a bag or shields you with an umbrella.
- Hotel bellman: \$1 per bag. Tip when he shows you to your room and again at checkout. A \$5 tip upon arrival usually guarantees special attention, if you desire it.
- Concierge: \$2-\$10 for special service, such as making reservations.
- Hotel maid: 15-20% of your pre-tax check is standard. If the 15% gratuity is added, tip up to another 5% for superlative service.
- Parking attendants: \$1-\$2 when your car is delivered.
- Cloakroom attendants: \$1-\$2 if there is no charge for the service, or if extra care is taken with your belongings.

Find more tips at www.carlsontravel.com.

Ideas, listservs, Web sites and more

If you're looking for new ideas, or a place to ask colleagues from across the country how they tackled an advancement problem, there's probably a Web site or listserv for you. The CASE Web site has an "Advancement Link Center" that can link you to listservs or Web sites for alumni relations, communications, fund raising, student recruitment and more. Find all kinds of ideas under "Advancement Links" at the CASE home page, www.case.org.edu.

Brief CASE

A listing of some of the grants received by CASE V institutions. Send items for Brief CASE to: advance@uwfax.edu.

Adrian (Mich.) College received \$500,000 in challenge grant funds from Kresge Foundation.

Anderson (Ind.) University recently completed a trust provision that provides more than \$1 million for its first endowed chair. Jerry and Patricia Stevenson of Estes Park, Colo., established the gift in the biology department. Also, the college ended its six-year capital campaign, "The Anderson Challenge," which raised \$83.5 million, an institution record.

A Lorain, Ohio, school teacher has left \$2 million to **Bowling Green (Ohio) State University** to assist financially needy students. Harry V. Frankfather, a 1926 graduate, left the largest gift the university has ever received.

Buttler University, Indianapolis, received a \$5 million pledge from the family of the late newspaper publisher, Eugene S. Pulliam, to establish and

house the Eugene S. Pulliam School of Journalism.

Charles and Helen Dolan, who met 50 years ago in a logic class at **John Carroll University**, University Heights, Ohio, and went on to found Cablevision Systems Corp., have pledged \$20 million toward construction of the university's new science and technology center.

DePauw University, Greencastle, Ind., surpassed the \$300 million goal of "The Campaign for DePauw: Leadership for a New Century" 30 months early. Also, the university received a \$5 million gift from the Eugene S. Pulliam family.

Elmhurst (Ill.) College received a \$1 million charitable remainder trust from Robert A. Faganel. The college will name the original physical education center building "R.A. Faganel Hall." Also, Elmhurst received \$1 million from alumna Shirley Klein Scott, and her husband, Tom, of Glen Ellyn, Ill.

see Brief CASE, next page

District 5 membership up

Individual membership in CASE V showed marked improvement between October 1999 and March 2000, according to Claranne Perkins, Director of Development at Illinois State University and CASE V membership chair.

As of March 31, 2000, there were a total of 7,664 individual members in CASE V, a 5 percent increase since October. Increases were seen in all categories.

CASE's new membership structure allows for any advancement professional at a member institution to join CASE for \$50. Some membership benefits include CASE "Currents" and reduced registration to the CASE V conference. Also, online training courses are planned. "Writing Winning Proposals" will be offered online May 16 through June 20 and "Prospect Research on the Internet" will be offered May 23 through June 27. For more information on the courses, contact CASE at www.case.org.

"I am excited to have the opportunity to serve the district as membership chair for the coming term," says Perkins. Priorities for CASE International include increased membership and membership participation. Perkins invites CASE V members to suggest ways to improve membership service and other district ideas. Reach her at:

cperk@ilstu.edu.

fiVe.www.ideas

Find a site to see while surfing the web recently? If so, we'd like to hear about it — and share it with your CASE V colleagues. Send your web address, and explain why it's helpful to: advance@uwlax.edu. People whose ideas are selected will receive an *advance* momento.

What word?...May I quote you?

Looking for a good dictionary online? Try: www.onelook.com — it's actually an index of hundreds of dictionaries, including special subjects. The site is very comprehensive, but very easy to use. Once you've found the right word, you can begin the search for using it in an eloquent quote. Log on to www.geocities.com/~spanoudi/quote.html and you may find the one you're looking for. With a claim of more than 20,000 entries, you may cure your writer's block. If not, try www.toinspire.com, a hot spot for inspiring quotes. You can give the weekly quote challenge a try, and subscribe to a free weekly e-newsletter.

Type-speak

If you're new to the printing field — or you get lost when dealing with your local printer — there's help! Here's a site you'll want to bookmark so the next time the printer talks about needing a folio (a page number), you can nod and smile with confidence. Visit Graphion's Online Type Museum at: www.slp.net/~graphion/gloss.html. You'll find 50 of the most common terms in the world of type.

The right reference?

If you're trying to find a reference while doing research on a prospect or writing an article, try the Journalist's Compass from the Department of Journalism, Public Relations and Advertising at Temple University. The Journalist's Compass, which contains more than 3,500 links to internet sites, is an information hub to assist communications professionals, students and others. You'll find it at: www.scot.temple.edu/jcompass/.

Cutting up the cubicles

You've heard that "Laughter is the best medicine"...and it probably is. If you're looking for comic relief to keep the creative juices try www.jokewallpaper.com. Add a dose of corny humor to your office with wallpaper, boot-up and shutdown screens from the site. Political cartoons, music, computers and news make up the bulk of the site's topics. Jokewallpaper.com also features silly stories and wacky letters sent to the site. Don't forget to check the "What's New" section for additional items.

Become an Adobe guru

If you've got questions about Photoshop, PageMaker, Illustrator or other Adobe products, here's a site for sore eyes. www.adobe.com/studio/tipstechniques describes Adobe's popular desktop publishing programs, and provides help with them. A well-organized section of helpful hints provides details and instructions for beginners and professional. The site also holds the archives for Adobe Magazine, offering additional design tricks.



Parting Shot...Technology students at Indiana State University, Terre Haute, don't have to go far to study mechanical and electrical systems. Thanks to an innovative design, the building which houses their classrooms and laboratories showcases technology in action. The John T. Myers Technology Center was built to provide viewing access to the building's systems, along with a computer kiosk that allows students to check various items at any given time including water and electrical usage and air temperature. The \$18.4 million brick and limestone structure is also home to the nation's first doctorate in technology management. ISU is the lead institution in a consortium of eight universities offering the doctoral program.

In each issue, advance will attempt to feature a photo highlighting a program or physical characteristic on a CASE V campus that's unique to the region. For consideration, send your photo and brief description to: advance@uwlax.edu or the address below. Campuses selected will receive an advance momento.

Brief CASE

From previous page

The Kresge Foundation awarded a completion \$750,000 challenge grant to **Illinois College**, Jacksonville, to help fund the new Parker Science building.

Indiana State University, (Terre Haute) has received the following: \$100,000 from the estate of a friend, Gwendolyn L. Wernsing; \$214,000 for the establishment of an endowed President's Scholarship from an anonymous donor; \$103,000 from an anonymous donor; \$426,000 from the estate of Thelma Mills; and \$100,000 from the John W. Anderson Foundation.

George and Barbara Butvilas of Houghton, Mich., have established a \$100,000 deferred gift annuity to **Michigan Technological University's** (Houghton) Leaders for Innovation capital fund raising campaign.

The Center for Health Law & Policy at **William Mitchell College of Law**, St. Paul, Minn., has been awarded a \$200,000 grant from the Minnesota Department of Health.

The Longaberger Foundation has given **Muskingum College**, New Concord, Ohio, \$1.1

million to create The Dave Longaberger Endowed Chair in Teaching and Learning.

A \$40 million gift from a **Northwestern University**, Evanston, Ill., trustee to the university's fund-raising campaign and a proposed \$30 million state commitment will allow Northwestern to begin construction of a new high-tech medical research facility in Chicago. It will be named The Robert H. Lurie Medical Research Center of Northwestern University, in honor of the late husband of Ann Lurie, a member of the Northwestern board. Also, the Robert H. Lurie Comprehensive Cancer Center at Northwestern has received a \$2.2 million gift from the Avon Products Foundation Breast Cancer Research and Care Program.

The Five Colleges of Ohio Inc. received a three-year grant of \$475,000 from The Andrew W. Mellon Foundation. The consortium includes: **Denison University, Kenyon College, Oberlin College, Ohio Wesleyan University, and The College of Wooster.**

The **Rose-Hulman Institute of Technology**, Terre Haute, Ind., has received \$1.2 million from a late Terre Haute businessman and his wife, Bernard and Gwendolyn Wernsing, to establish a memorial scholarship.

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