

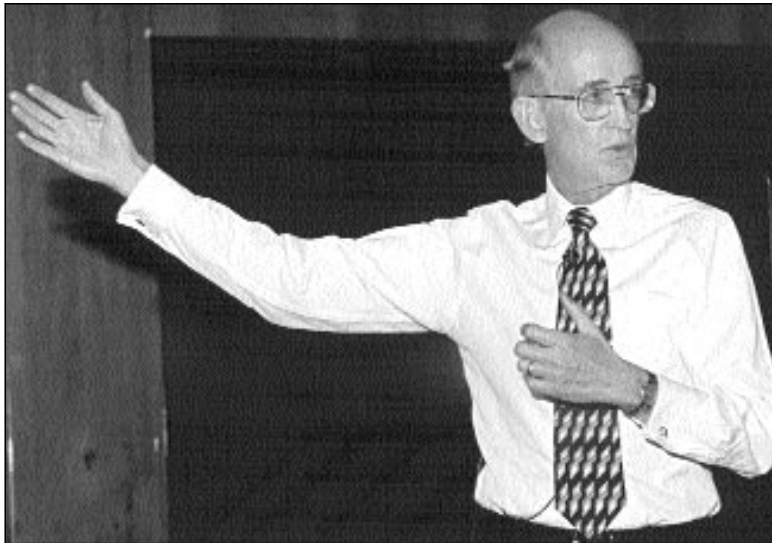
A changing field

Author Curt Weeden offers strategies for getting corporate contributions

The way to ask corporations for contributions is changing as the field of nonprofit organizations continues to grow. Curt Weeden, author of "Corporate Social Investing," encourages nonprofit organizations to rethink how they pursue donations from corporations.

Weeden, a keynote speaker at the CASE V conference, says the number of nonprofit organizations is growing by "leaps and bounds." By 1995, there were more than 1.1 million nonprofit organizations registered with the IRS. Of those, more than 690,000 were loosely called charities, with that number growing by about 26,000 organizations annually. "You have a lot of competition and it's growing every day," notes Weeden.

With these growing numbers, there's no shortage of fund-raising opportunities. But the contributions from corporations are not rising as fast as the number of new nonprofits. Corporate giving has grown from \$5 billion in 1987 to almost \$10 billion in 1999. That's nearly a 100% increase – but during the same time corporations' pre-tax profits have grown



Author Curt Weeden gave the Tuesday morning keynote address at the CASE V conference in December.

around 120%.

While corporate numbers look ripe for picking at first glance, actual numbers tell a different story. In his book, Weeden explains that 79.6% of contributions were made by individuals, 7.9% by foundations, 6.9% through bequests, and 5.6% were given by corporations. During the last 10 years, corporate donations have averaged around 6% of all money given to charity each year.

see Strategies for corporate asks changing next page

Making the CASE

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Strategic plan is priority for new CASE head

Vance Peterson is new CASE International President

CASE International will undergo a nearly year-long strategic planning process says Vance Peterson, who became president of the organization Jan. 1. Peterson, who began meeting with districts throughout the country in November, attended the CASE V conference where he met with the Board of Directors and senior professionals, and addressed conference attendees.

Peterson expects the process to identify CASE priorities, capture its goals and help identify where its resources should go. "Our goal is to develop the most innovative, aggressive far-reaching plan as possible," he explains.

Peterson is asking district leaders to respond to 10 strategic questions, probing CASE's successes, shortcomings, governance, competitiveness, image, offerings and more. "We're in a period of change," he notes. "The key is recognizing where we are."

Peterson says CASE has a grass-roots tradition. "We all recognize that the way CASE touches its constituents is through the district," he says. "We are all

served primarily through the districts. That's why I see the districts as the core of CASE."

Peterson sees CASE V as a pillar of the international organization. "I look at this district as the model and the one others should look to," he says.

For more about CASE, visit

www.case.org

More on

Peterson can be found at:

www.case.org/mediadesk/press/peterson.htm



Vance Peterson, former president of Sierra Nevada College, met with the CASE V Board of Directors and senior professionals, and addressed a keynote audience during the 2000 conference in Chicago in December. Peterson plans to meet with all U.S. CASE districts by April to seek input during CASE International's nearly year-long strategic planning process.

DISTRICT
CASE.V
www.casefive.org

Strategies for corporate asks changing

From previous page

Individuals represent the main prospect for non-profits, says Weeden. In viewing philanthropy as a casino, corporations are the slot machines, he notes. "Your odds aren't very good."

Rather, bequests and deferred gifts hold better odds. Four out of five wealthy Americans leave nothing to charity when they die, says Weeden citing the U.S.

makes to a nonprofit needs to return a benefit not just to the charity, but to the corporation as well, he

Making the CASE

explains. "Corporate social investing means

that nonprofits can walk into a company carrying a business plan instead of a tin cup," says Weeden. "For some organizations, this means

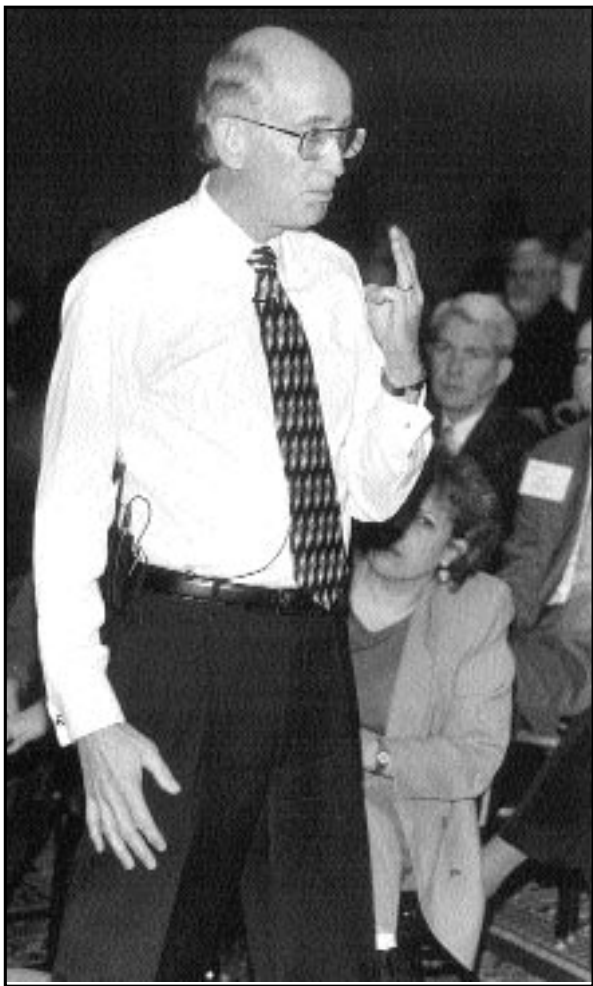
making a radical change in how they go about raising money from a company."

While traditional philanthropy has taken a beating recently, relationships between businesses and nonprofits have increased. Sponsorships, quid pro quo contracts and marketing deals are a growing trend, says Weeden. For instance, the American Cancer Society is renting its name to SmithKline Beecham's NicoDerm anti-smoking patch and Florida Department of Citrus. As a result, ACS has taken in around \$2 million a year, he notes.

Primestar paid the American Red Cross \$10 for each new subscriber to its satellite TV service, Weeden notes in his book. Along with that, the company referenced the

nonprofit organization as part of its \$5 million ad campaign to entice potential customers to subscribe.

Tax-deductible charitable donations carry extra baggage, when compared to most other business expenses, says Weeden. Companies have to check to be sure a charitable contribution is going to an IRS-blessed nonprofit. For some gifts the company has to chase down and keep on file written receipts or statements for charities to satisfy the IRS, he notes.



Author Weeden makes a point about strategies for getting corporate contributions.

Department of Treasury. "Those in communications and alumni relations must work to change this," he notes.

Traditional philanthropy with companies is out

To be successful in getting contributions from corporations, Weeden says nonprofits must form partnerships with companies that go beyond traditional philanthropy. Every commitment a company

Get more info about corporate donors

For more information about Curt Weeden's book, *Corporate Social Investing*, visit: www.bnsinc.com/html/books.html

Another Website with more information about corporate donors is: www.emory.edu/IA/OCR/cpoverview.htm

It often makes more sense for a company to declare a payment to a nonprofit as a marketing, advertising, research of some other common business expense than as a tax-deductible contribution. As a business expense, the company cir-

"There is a strong possibility that corporate social investing will motivate businesses to put more dollars and products on the table for nonprofit organizations — perhaps as much as \$3 billion or more each year. Which nonprofits are likely to be first in line for these additional private-sector resources? In many cases, they will be those organizations that are able to grasp how corporate social investing works."

—excerpt in "Forward by Peter Lynch" in *Corporate Social Investing*

cles potential accounting and auditing potholes. The process becomes cleaner and less costly.

"Today, about 25% of corporate philanthropy is going out the door as product," notes Weeden.

Along with sponsorships and cause-related marketing, Weeden says many corporations are considering donating patents.

Showcase the best!

Work for a terrific CEO or know CASE V executives doing a great job? Nominate them for the District V Chief Executive Leadership Award.

Established in 1999, the annual Chief Executive Leadership Award honors a president, chancellor, headmaster, or system head for outstanding visionary leadership of a CASE V member institution. Retirees from the past year will be considered. To qualify, a nominee must have:

Nominations are due April 10

- created a vision and inspired others
- established a positive image for the institution while leading it to higher levels of success
- increased the institution's stature in the community
- encouraged innovation and risk-taking among employees
- actively supported all aspects of institutional advancement

The Chief Executive Leadership Awards for all CASE districts will be presented at the 2001 CASE International Assembly July 1-3 in San Francisco. The CASE V recipient also will be recognized at the district conference in Chicago.

Nominations must include:

- a letter of nomination outlining the candidate's qualifications, including specific examples of what s/he has accomplished to meet the criteria above
- a detailed vita for the nominee
- letters of support from at least four people

Of the four required letters, at least one must be written by an employee of the nominee's current institution; at least two must come from persons not employed by the institution. Nominations are due April 10 to:

Jennifer Hamlin Church
CASE V Leadership Award Selection Committee Chair
Associate Vice President for Advancement
Siena Heights University
1247 E. Siena Heights Drive
Adrian, MI 49221

Past award winners

1999—Sister Mary Andrew

Matesich, president, Ohio Dominican College (Columbus)

2000—Robert G. Bottoms, president, DePauw University (Greencastle, Ind.)

Fellowship sites sought for CASE sites

If your institution wants to be the "go to" source for the national media and build solid working relationships with reporters, consider hosting one of the CASE Media Fellowships Programs. Each year more than 100 print and broadcast journalists attend CASE-sponsored fellowships on topical issues.

To find out more about hosting a program, check the CASE Web site at www.case.org or contact Laura Forman at forman@case.org or (202)478-5680. The deadline for program proposals for the 2001-2002 academic year is June 1, 2001.

My view

'CASE V stands out as unlike any experience I have had'

My retirement from CASE V has occurred! During the Senior Professionals Breakfast at our December conference, CASE V colleagues once actively involved in district activities and now retired, or about to retire, were treated to a warm and wonderful farewell. Bob Quatroche and Gary Greinke planned and hosted the breakfast program, which held just the right note of seriousness, humor and class the occasion deserved.

CASE V stands out as unlike any experience I have had. I find myself wanting to talk to newcomers and premiers, to tell them of the value they can find in CASE V.

Attending my first conference in 1976 seemed like a good idea. Initially, I believed that attending several conferences would provide me with the necessary tools to do my job as alumni director — for which my only training was countless volunteer hours in community service. Little did I anticipate the professional growth that occurs each time one attends a conference and becomes engaged in programming, learning and the sharing of ideas and philosophies, when interacting with fellow advancement professionals.

Twenty-four years ago, I was in awe of this group of people who came together each year to provide opportunities for professional development of their colleagues. Those first annual conferences amazed me — they still do. Yet,

their success became my expectation, the norm.

Later I met and worked with those behind the successes and discovered the spirit of CASE V. There is a collegiality among us, a responsibility to each other, a cooperative spirit that frees us to share and to enjoy mutual success.

The spirit among CASE V volunteers allows us to continue and

Karen Engelhard's service to CASE V includes 10 years on the Board of Directors and nine years on the Conference Committee with stints as program chair, conference chair and district chair. Director Emerita of Alumni Relations at the University of Wisconsin-Stevens Point, Engelhard was the recipient of the 1999 CASE V Distinguished Service Award.

improve our own good work at our institutions while giving additional hours to colleagues, unselfishly. We reach out to hundreds of advancement colleagues who are willing to take on challenges, responsibilities, small jobs and large, projects that last several years. We program for the annual conference, assist with conference operations, contribute to committees, and assume board leadership roles. Some serve on the alumni, communications or philanthropy commissions, and some from our district have served on the CASE

Board of Trustees.

The professional and personal growth opportunities are too many to count. The pleasure and satisfaction I have gained is immeasurable. The friendships carry a value that I will never be able, nor want, to match.

CASE V allowed me to learn, grow and teach. Unexpectedly, it also allowed me to mentor without even realizing it. Established mentor programs aren't always successful; more often, mentoring just happens. It happened here for me when Ray Willemain, Dan Heinlen, Jan Augustine-Miller, Steve Hurrt, Mike Malone, Arnette Nelson, Ron Stephany, naming only a few, had time for me — so I, in turn, was there for others who have since expressed appreciation.

Professional associations aren't just good, they're essential! They're especially essential to the success of advancement professionals for whom training most often comes after the decision to enter the profession. The value I received in return for my CASE V volunteerism cannot be measured and I cannot even begin to imagine my life in advancement without the CASE V experience.

My thanks!

—Karen Engelhard



Engelhard

Senior advice

Following the breakfast and awarding of recognition, (see page 6) three of the retirees spoke on what advancement professionals can anticipate around the next curve —

"We are going to continue to steer near the corporation model in university public relations." —Richard Conklin, University of Notre Dame.

"We're going to have to think smarter and have smarter strategies. It is still about relationships." —Edmund Elworthy, University of Wisconsin-Eau Claire.

"We want to hope for the best, but plan for the worse.

Advancement officers will be very much involved and right in the middle of these changes." —Douglas Wilson, Indiana University



Retirees (left to right) Douglas Wilson, Indiana (Bloomington) University Foundation; Ed Elworthy, University of Wisconsin-Eau Claire; and Richard Conklin, University of Notre Dame; spoke on what they see is ahead for university advancement at a breakfast honoring CASE V retirees.

DISTRICT
CASE V

District annual meeting recapped

2000 highlighted...

CASE V highlights listed in the 2000 annual report included:

- Formation of a review committee and process to look at all district communications
- Redesigned *advance*
- Expansion of the CASE V Web site, www.casefive.org
- Continued transition with the Sheraton Chicago Hotel and Towers on conference matters
- Successful succession between district archivists
- Formation of a savings plan to ensure the district will have 100% of the annual operating budget in a reserve fund by 2005
- Attendance at CASE Leadership Summit and Chairs Council meetings to build closer communication with CASE International
- Successful district-wide solicitation of Chief Executive Leadership Award nominations, which resulted in an outstanding poll and selection of Robert Bottoms, president of DePauw University, as CASE V honoree

New board members...

Five people were elected to the CASE V Board of Directors.

- Jeff Todd**, director of Alumni Relations and the Wooster Fund at The College of Wooster (Ohio) was elected Chair-Elect
- Bill Kenyon**, vice president for Institutional Advancement at Adrian (Mich.) College was elected to serve his first full term as secretary, a position he had been appointed to earlier
- Gene Haberman**, assistant chancellor for Alumni and Development at the University of Wisconsin-Milwaukee; **Randy Holgat**, vice president of Development and Alumni Relations at the University of Chicago; and **Elizabeth Patty**, assistant director of Outreach Programs for the University of Minnesota Alumni Association; were elected to two-year positions as Directors-at-Large

Financially speaking...

CASE V Treasurer Michael Ziemianski reported that the district "maintains a solid financial position" with assets totaling \$275,971.35 — a net gain of \$43,803.71 from the close of the previous fiscal year.

Board of Directors update

The CASE V Board of Directors met at the Chicago Sheraton Hotel and Towers before and after December's conference. Highlights included:

- Chair Mary Kay Karzas distributed a proposed three-year plan of goals, focus and actions for the board. The board will thoroughly discuss the proposal at its February meeting.
- The launching of the CASE Network Website has been delayed. Instead of launching the entire site all at once, it will be launched at intervals.
- Board members met with new CASE International President Vance Peterson. CASE International will undergo strategic planning, which should be detailed by December 2001.
- Operations Committee Chair David Hoover gave recommendations on using e-mail as a way to communicate with members of the district. This was done in conjunction with this year's conference. The committee will discuss recommendations and report to the full board in February.
- Linda Crossley, vice president of communications and editor-in-chief at The Ohio State University Alumni Association, reported she's collecting three copies of all CASE V publications and materials to include in the district's archives.
- The number of institutions in CASE V had increased to 436 by Sept. 30, up two from June 30.
- CASE V professional membership increased by more than 200 during the third quarter. As of Sept. 30, CASE V had 4,034 members, compared to 3,885 as of June 30.

Recap of a few sessions

Is it time for some well-deserved recognition?

Thinking about entering the next CASE Circle of Excellence or other award competition? There's a science to winning awards for your publications, say three seasoned advancement directors. David Hoover, The Ohio State University; Bill Noblitt, Loyola University and Nancy Peterson, Macalester College; in the session "You be the Judge: Selecting the Best of CASE," said ways to increase your chances are:

- Starting with a great idea
- Using every element to convey the idea
- Breaking new ground — finding a rare edge of creativity
- Not stopping with the design — writing puts winners over the top
- Knowing your audience
- Showing the piece has done the job



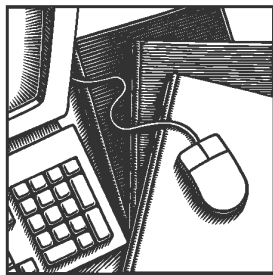
Looking at comments from the judges can help, too. Here are some key things judges have said about past winners:

- "Write short. Write well. Write with conviction."
- "Design so the words can be read."
- "The cover sets the expectation, so keep it consistent with what's inside."
- "Find a fresh approach."
- "In a world of lots of information, this one is working really hard without looking like it is sweating."

A complete listing of judging comments for most award categories can be seen at: www.case.org/awards/judges/einw.htm. Find out more about the awards program at www.case.org

It's time to think differently with the Web

Your campus Web site is the largest PR vehicle promoting your campus, says Rebecca Bernstein, director of electronic media at the University of Buffalo. And, it needs to be as innovative and hospitable as those in the commercial world. Most browsers to your site are familiar with the many conveniences offered on top commercial sites, so they'll expect that from you, too. Bernstein argues you don't have to know html to be a great Web designer, you just need to know good design. (Most publications designers don't know how the press runs mechanically, she notes.)



Bernstein says it's beneficial to find out what your Web audience wants, and how they look for things. "For management, they don't go to management, they go to business," she notes.

Don't be shy about what your competition is doing, says Bernstein. "Do what they do, and do it better," she explains.

You not only need to provide what the browsers wants, but also go beyond this and provide hospitality. You can find her complete presentation at: www.buffalo.edu/projects/case/thinke/.

Online relationship building is beneficial

Building relationships with your alumni and friends online is becoming more critical, especially for younger alums. And you can expect to raise nearly 30% of your fund online by 2010, says Vinay Bhagat, founder and CEO of Convio Inc. Bhagat, who spoke on "e-Relationships: The Path to Online Success," says national studies show that non-profit constituents want to become more involved with their non-profits, but they want less phone calls and mail, and more customized communication.

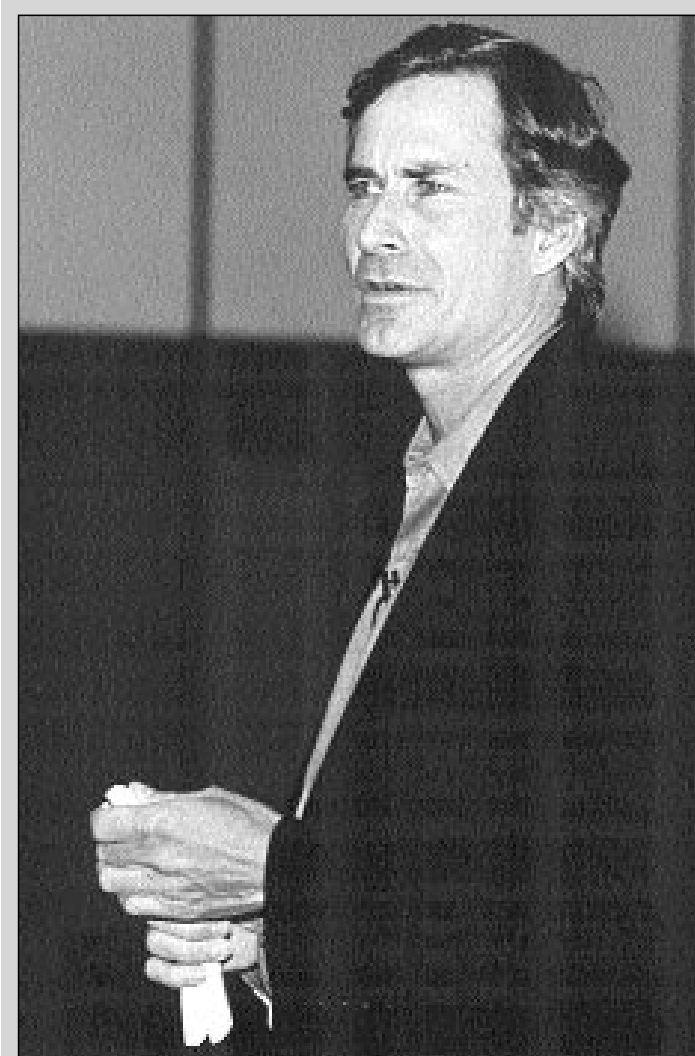
Bhagat says the new breed of constituent:

- Reads e-mail before paper mail
- Is extremely busy and wants to interact on their time
- Is new to philanthropy and activism
- Wants personalized information



Bhagat says an early lesson is that non-profits suffer when they don't send an e-mail thank you from gifts received online. "If you send a thank you, there's more of a chance to get a gift from the donor next year," he notes.

While e-relationships are growing, Bhagat says don't forget about traditional ones. "E-relationships are just one way to communicate; others don't go away," he notes. Find out more about e-relationships and Convio at: www.convio.com.



Anticipate the next curve... and crevasse

World-class adventurer and filmmaker David Breashears took conference participants on his climb of Mount Everest in 1996 when he filmed the most successful IMAX movie ever, "Everest." The filming was halted near the top of Everest when a blizzard hit and his expedition members had to assist several stranded climbers to safety. His team later regrouped and reached the summit.

Lessons on the mount can be carried to campus. Breashears says his 1996 team was successful because it was comprised of "competent, talented, driven and motivated people." But the key, he said, was the team had all these plus humanity and generosity. "Being selfish doesn't work in teams," he notes.

With an avalanche of problems, how did adventurers survive? "We were successful because we didn't know the outcome," says Breashears. "Every day we had to be exceptional."



Student Scholars... Two students from CASE V institutions received scholarships to the district's conference. Kelly Bretcher, left, a senior majoring in interpersonal communications from Ohio University, and Michael Murphy, a junior majoring in public relations and economics from Ohio University, received free conference registration and lodging. The annual scholarship program helps prepare outstanding students for careers in institutional advancement.

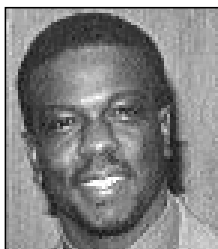


Newcomers cited as fellows...Eight newcomers to CASE V received fellowships to attend the 2000 pre-conference workshop and conference in Chicago. Recipients, left to right, were: Connie Koehl, University of Dayton; Dan Digmann, Central Michigan University; Vaughn Dann Fellow Rebecca Thomas, Carroll College; Ray Willemain Fellow Kimberly White, Wayne State University; Hung-Jung Chang, Rose-Hulman Institute of Technology; Leah Zueger, University of Minnesota; and Linda Gunn-Smith, Central State University. [Missing from photo: Ann Inman, Hanover College.]

- 1,939** People who registered for the 2000 CASE V Conference. Track breakdown:
 - 34%** Development
 - 18%** Alumni
 - 18%** Communications
 - 7%** Management
- 24%** Attendees in the profession for one to five years
- 18%** Attendees in the profession for 10-20 years
- 12%** Attendees in their jobs for less than one year
- 5%** Attendees in higher education advancement for 20+ years
- 424** Attendees who said the conference was their first CASE conference. Welcome to CASE V!
- 240** Exhibitors and consultants
- 111** Attendees at the Newcomer's Workshop
- 12** Approximate inches of snow that fell in downtown Chicago Monday, Dec. 11, the second day of the conference.

Source: Conference Registration Chair Larry Anderson

COE cites two CASE V leaders



Amos

The Committee on Opportunity and Equity (COE) cited two professionals for enhancing professional development and career opportunities for multicultural professionals in the advancement field. Winners of the 2000 COE Outstanding Commitment to Professional Development Award were:

Ralph Amos, assistant vice president of Alumni Relations and Executive Director of the Alumni Association at Ohio University. Amos has been active with CASE since 1990, serving as CASE V COE chair from 1992-93 and on the national COE from 1993-95. He currently serves on the Alumni Relations Commission.



Steinberg

Salme Steinberg is president of Northeastern Illinois University, which U.S. News and World Report has named the "most diverse university in the Midwest" for four consecutive years. She helped secure a grant from the Illinois General Assembly to establish the Work Force Institute for Diversity, which will become the region's source for diversity training.



Distinguished service...Harry Lovell, director of research in the Office of Management and Major Gifts at Illinois Wesleyan (Bloomington) University, left, receives the 2000 CASE V Distinguished Service award from 1999's recipient, Karen Engelhard.



Bob Carpenter, from AHI International Corp., left, congratulates Pat Malotka, right, a graphic arts specialist from Winona (Minn.) State University, on winning a trip to London as Conference Chair Peggy Sandgren looks on. The overseas escapade, sponsored by AHI, was the grand prize at the CASE V Conference banquet.

Plans underway for 2001 CASE V conference

Plans for CASE V's 2001 conference are in full swing. This year's conference committee is set to meet in late February. You can submit ideas for presentations or roundtables on burning issues, new or old problems, or other issues of importance to institutional advancement.

Ideas should include:

- the presentation or roundtable topic
- recommended track
- brief description of topic
- suggested presenters or facilitators, their institutions and e-mail or phone number

2001

CASE V Conference
Dec. 16-18
Sheraton Chicago
Hotel & Towers

Send ideas to: Wm. Christopher Clarke; 2001 CASE V Conference Chair; University Development Office; Purdue University; 1139 Hovde Hall Room 148; West Lafayette IN 47907-1139 or wclarke@purdue.edu

Is the direct-mail appeal still viable?

This excerpt is taken from the chapter "Direct Mail" from *Annual Giving: A Practical Approach* written by Fritz W. Schroeder, executive director of annual programs and alumni relations at Johns Hopkins University. The book was published by CASE Books in October 2000.

If you have ever written a direct mail solicitation letter, you have probably experienced the "feast or famine" syndrome. There are times when you sit at the computer with the obligatory "Dear Mr. Sample" salutation of your draft, and you cannot get past the first word. There are also occasions when the words flow so freely you feel you could write 10 powerful letters.

This experience speaks to the heart of direct mail fund raising. In one or two pages, we want to provide compelling, relevant, believable language that will move

The real beauty of a direct mail program is its flexibility. Consider, for example, a well-developed annual fund effort that has the resources to send five different direct mail solicitations in a 12-month cycle.

a reader to action. And unlike phone calls and personal visits, which give us the opportunity to respond to an individual's questions and concerns, direct mail

letters must stand alone.

Although there are exceptions, direct mail is typically the least expensive fund-raising program. It also has the lowest response rate, or yield. The yield can vary signif-



icantly, a 2 to 5 percent response on a large mailing is considered successful. In contrast, a smaller, targeted mailing to high-end, consistent donors may produce a 50 percent or even 75 percent response rate. Even with these unpredictable fluctuations, there are several important reasons why we incorporate direct mail into our program:

- It creates a visual image of the annual fund and helps make the program "tangible" to the donor.
- It has a long-term reminder effect—recipients can keep a direct mail response card in their "bill pile" for days, weeks, or even months, allowing them to make the gift according to their timetable.
- With the growth in answering machines, caller ID machines, and other "screening" tactics against telemarketing, direct

mail letters are sometimes our only contact with a donor.

- Direct mail allows us a level of creativity and innovation that is harder to accomplish with telemarketing scripts.

The real beauty of a direct mail program is its flexibility. Consider, for example, a well-developed annual fund effort that has the resources to send five different direct mail solicitations in a 12-month cycle. Perhaps the first is a "kick-off" of sorts, signed by the president/CEO, the chair of the board, or some other leader. Next, a class agent letter goes out a few months later, to be followed by a calendar-year-end appeal with a "holiday gift" theme. In the early spring, a brochure is mailed with testimonials from students who describe the impact of the annual fund on their educational experience.

Finally, the trusted class agent makes one final appeal approaching fiscal year-end, enclosing a "draft" of the honor roll as a catalyst for giving. These five mailings take five distinctly different approaches, yet all support the same fund. Each one emphasizes a case for giving that ideally will appeal to a particular segment of the constituency. It is important to emphasize this benefit of direct mail because, all too often, we end up sending a letter or brochure simply to satisfy our solicitation calendar and we forget the impressive flexibility of this tool.

To order a copy of this book, call 1(800)554-8536. Cost is \$40 for CASE members and \$60 for nonmembers, plus shipping. Visit our catalog on the Web: www.case.org/books

CASE work

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

Kevin Cluts, alumni relations director of Bluffton (Ohio) College, was named president-elect of Independent College Advancement Associates.

Marianne Gorczyca, (see photo) director of the Sinclair Community College Foundation, Dayton, Ohio, has been named the Outstanding Fund Raising Executive for 2000 by the Miami Valley Chapter of the National Society of Fund Raising Executives.



Gorczyca

Gary Honnert, director of public information at Sinclair Community College, Dayton, Ohio, has received the Smitty Award for demonstrating excellence in the field of public relations from the Dayton-Miami Valley Chapter of the Public Relations Society of America.

Craig E. Nelson, professor of biology/public and environmental affairs at Indiana University, Bloomington, received the U.S. Professors of the Year Program's Outstanding Research and Doctoral University Professor citation from CASE and The Carnegie Foundation for the Advancement of Teaching.

Sinclair Community College, Dayton, Ohio, has honored its immediate past board chairman and longtime trustee John E. Moore, Sr., with the renaming of Building 20, as the John E. Moore, Sr., Technology Center.

CASE V retiring senior professionals honored



CASE International President Vance Peterson and Judith Jasper Leicht, chair of the 1999-2000 CASE Board of Trustees, helped recognize CASE V retiring advancement professionals. Seven of the nine retirees attended the 2000 Senior Professionals' Breakfast and Retirees' Recognition including: left to right, Peterson; Edmund Elworthy, director of Annual Giving and Development Operations at the University of Wisconsin-Eau Claire; Richard Conklin, associate vice president of University Relations at the University of Notre Dame; Harry Lovell, director of research in the Office of Management and Major Gifts at Illinois Wesleyan (Bloomington) University; Karen Engelhard, director emerita of Alumni Relations at the University of Wisconsin-Stevens Point; Douglas Wilson director of Corporate & Foundation Relations Indiana University (Bloomington) Foundation; Kathy K. Wilson, director of the Office of Development Services, Indiana University (Bloomington) Foundation; Jasper Leicht; and Charles Bricton, director of Development and Alumni Relations and president of the University of Wisconsin-River Falls Foundation. Not attending were: Arnette Nelson, director of development for the School of Education and University Library at the University of Massachusetts, Amherst and Janice Wisner, director of the News Bureau at the University of Wisconsin-Eau Claire.

CASE V file

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

Jane Armitage has been named director of alumni affairs at Beloit (Wis.) College.

Tuesday L.

Ashner (see photo) has been named assistant director of student, college, and constituent relations with the Southern Illinois University Alumni Association, Carbondale.



Ashner

Edith Assaff (see photo) has been named director of corporate and foundation development at Lawrence Technological University, Southfield, Mich. She had been director of foundation relations for the Michigan Metro Girl Scout Council.



Assaff

Susan Buist (see photo) has been promoted from office manager to alumni programs coordinator in the Alumni and Public Relations Office at Calvin College, Grand Rapids, Mich.



Buist

Christine Chapin-Tilton has been named director of annual giving and donor relations at the University of Wisconsin-Platteville.

Betty DeRenzo has been named director of development communications and grants at Benedictine University, Lisle, Ill.

Jan Druyvesteyn joined the Calvin College, Grand Rapids, Mich., Development Office as director of special projects.

Tom Foote has been appointed director of corporate and foundation relations at Elmhurst (Ill.) College. He had been with Federal Express Corp.

Casey Granton has been named director of development at the Henry Ford Estate at the University of Michigan-Dearborn.

Charley Henderson has been named director of public relations at Elmhurst (Ill.) College, where he was previously associate director of public relations.

Julia Beyer Houpt is vice president for university resources and public affairs at Denison University, Granville, Ohio.

Carla Miller has been named assistant vice president for development in University Advancement and Marketing at Ferris State University, Big Rapids, Mich. She had been executive director for the Consortium for Utah Women in Higher Education.

Jeremy Mishler has been appointed

director of alumni relations and executive director of the Ferris State University (Big Rapids, Mich.) Alumni Board of Directors.

Juliana Nelligan has been promoted to director of alumni relations and the annual fund at Benedictine University, Lisle, Ill. She had been capital campaign director there.

John Plante (see photo) has been named vice president of institutional advancement at College of Mount St. Joseph, Cincinnati.



Plante

Judy Scott has been named director of public relations for Alma (Mich.) College.

Diana Trendt has been named assistant director of alumni services at the University of Wisconsin-Platteville.

Hope Wagner is associate director of public relations at Elmhurst (Ill.) College. She had been admissions coordinator for The Women's College of the University of Denver.

Chris Wurster (see photo) has been appointed director of alumni relations at DePauw University, Greencastle, Ind. He had been the university's capital gifts officer.



Wurster

The University of Cincinnati (Ohio) has made the following appointments:

Harry Durkin, previously assistant director of the annual fund at Notre Dame (Ind.) University, is direct marketing manager.

Stacy Gray (see photo), who had worked for UnumProvident Corp., is promotional writer.



Gray

Hallie Grove (see photo), previously a medical social worker from Cincinnati University Hospital, is area development officer.

Ronda J. Johnson (see photo), formerly vice chancellor of institution advancement at Texas Tech University, is foundation executive director and vice president for development.



Grove

Janet Rasnom, previously special projects coordinator for Area 12 Council on Aging and Community Services in Dillsboro, Ind., is assistant development officer for the College of Engineering.



Johnson

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@uwlax.edu. Those submitting ideas printed will receive an *advance* momento.

Rich women more philanthropic?

Wealthy women business owners are more likely than male counterparts to give at least \$10,000 annually to charitable organizations, according to a recent survey conducted by the National Foundation for Women Business Owners. The survey also found that business owners, regardless of sex, are more likely than the general public to contribute to charity. Source: Los Angeles Times, 11/15/00, www.latimes.com.

Now about that news release...

TV assignment and newspaper editors are just as busy as advancement communicators. How do you get their attention with your news release? According to Al Rothstein Media Services Inc.:

- The headline**— it must grab attention. "Consumers Can Save Dollars With New Lumber Treatment" will get notice over "Acme Lumber Announces An Alternative Lumber Treatment."
- The first sentence**—say why the story should be covered. "Acme Lumber Co. is proud to introduce a form of treatment that could increase profitability by the third quarter" may work with stockholders, but not to others. "Consumers will see significant savings as a result of purchasing and applying a new form of lumber treatment" is better.
- Quotes**—use personal and effective quotes, not tiresome ones. "I have tried this product at home myself," said Acme CEO R. J. Acme. "I was never more proud of the ingenuity of my company's engineers" works much better than the CEO saying "We are proud of our new product and believe it will benefit our industry in the long-term."
- Don't forget**—Contacts, date and location are a must. Forget "For Immediate Release" because when they get it, they'll use it.
- Length**—One page is ideal. There are exceptions, but not many. Get more on Al Rothstein Media Services at: www.rothsteinmedia.com.

What do alumni want in publications?

The recipe for creating satisfying alumni communications is an interesting mix, according to Campbell Research. Greatest rewards from publications for alumni relate to the amount of information on campus events and activities. Information about classmates and program also yields rewards, when done correctly. Alumni memory articles can be overdone, but including them occasionally can make a positive difference. Otherwise, the volume of other kinds of features — focusing on students, alumni, faculty and sports — has no significant impact on satisfaction. The moral: A well-balanced communications diet — heavy on event, institution and classmate news — means healthier alumni relationships. Campbell conducted the alumni survey in 1999. See: www.CampbellResearch.com.

Brief CASE

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

Alma (Mich.) College surpassed its \$33 million goal for its Cherished Ever Campaign, which focused on increasing its endowment.

Private giving to **Ball State University** is at an all-time high. In fiscal year 2000, nearly \$23.5 million was contributed by 22,718 donors through the "Above and Beyond: the Campaign to Advance Ball State University." The total was \$13.6 million in 1999.

Beloit (Wis.) College reported a record \$9.6 million in gifts in 1999-2000.

A Plymouth, Mich., couple — **Bowling Green (Ohio) State University** alums Robert M. and Ellen (Bowen) Thompson — has given \$3 million for a project under-

way to expand and renovate the university's student union.

North American congregations will benefit from a \$1.2 million grant awarded to **Calvin College**, Grand Rapids, Mich., by Lilly Endowment Inc. Also, the Calvin Institute of Christian Worship has earned a three-year \$225,000 grant from the Luce Foundation for three summer faculty seminars in worship and the arts.

Denison University, Granville, Ohio, alumnus Jim Oelschlager and his wife, Vanita, donated a university record \$15 million for constructing a new life science building. Also, Denison received \$8 million from the Burton D. Morgan Foundation for construction of the "Burton D. Morgan Center."

Eastern Illinois University received \$400,000 from 1941 gradu-

see Brief CASE, next page

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 the web address, and explain why it's helpful to: advance@uwlax.edu. People whose ideas are selected will receive an *advance* momento.

Info about nonprofits online?

The Internet Nonprofit Center, a project of The Evergreen State Society of Seattle, offers information for and about nonprofit organizations in the United States. Visit www.nonprofits.org and find:

- A locator assists with clarifying the legal name and exact location of any nonprofit registered with the Internal Revenue Service.
- The Nonprofit FAQ (Frequently Asked Questions) presents information on a wide range of topics of interest to leaders and managers of nonprofit organizations.
- The library offers longer essays and analysis of the nonprofit sector from a variety of points of view.
- The Form 990 Project offers demonstrations of practical steps toward the day when it will be reasonable to expect nonprofits to use the internet to file the required information with the Internal Revenue Service and also make the same information available to the public through the Web.

Postal blues?

Keep abreast with the U.S. Postal Service by bookmarking its Web site: www.usps.com. Get their latest news, check a ZIP code, and much more.

Alumni on the Web

A strong majority of college grads are online — and nearly half have visited their college's Web site. The main thing they're looking for: "simply curiosity." Campbell Research estimates that around 72% of college grads are online, with "Rallyers" — the most active and involved alums — visiting the most by around 80%. Campbell Research has detailed a lot of interesting information about alumni. Visit its Web site at: www.CampbellResearch.com.

Publishing, pre-press info here

Those new to desktop publishing can find a lot of basic terms and learn processes at:

www.dtp-aus.com/dtpstrt.html. The tutorials are packed with great tips, plus there are a couple of utilities and free Web graphics for downloading.

Looking for fund-raising tips

If you're looking for daily hints and tips on fund raising, here's a site for you! Michael Gilbert's nonprofit online news has updates on the site — or you can have them sent to you weekly. Visit: www.gilbert.org/news.



Parting Shot... "Turning Point," a sculpture by Cleveland-born architect Philip Johnson, is on the Case Western Reserve University (Cleveland) campus near the Kelvin Smith Library and Severance Hall, home of the Cleveland Orchestra. The sculpture is part of the University's John and Mildred Putnam Sculpture Collection. —Photo by Cervin Robinson

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

ate Frances Meyer Hampton to establish a graduate student scholarship.

Kenyon College, Gambier, Ohio, received \$1.1 million from Edwin and Christine Eaton, for construction of new finance and human resources offices. Also, Kenyon received \$50,000 from Helen Zerkowicz to establish an endowment.

The National Science Foundation has awarded Ilya Kudish, a professor of mathematics at **Kettering University**, Flint, Mich., a \$149,954 grant for research to improve the stability of machine lubricants.

The Illinois State Board of Education awarded **Lewis University**, Romeoville, Ill., and three other agencies a \$150,000 grant to design a professional development academy.

The Kresge Foundation awarded **Marygrove College**, Detroit, a \$750,000 challenge grant toward its \$2.5 million theatre renovation.

Mount Mary College, Milwaukee, received \$10,000 from Ameritech's Partnership Awards Program and \$5,000 from the Humana Foundation.

Northern Illinois University, DeKalb, has received a \$20 million gift from alumnus Dennis Barsema and his wife, Stacey to fund a new col-

lege of business building and establish an endowed scholarship fund. The gift is the largest in university history; the building will be NIU's first built entirely with private funds.

Ripon (Wis.) College received \$2.3 million from two estates — \$1.5 million from Frank Shattuck and \$860,000 from Ken Falconer. Also, Ripon received \$18,000 from the Wisconsin Department of Public Instruction for a project grant and \$60,000 from the National Science Foundation to continue red blood cell research.

The Scripps Howard Foundation has granted \$250,000 to the **University of Southern Indiana**, Evansville, to help equip the university's TV studio and supporting areas.

Wabash College, Crawfordsville, Ind., received a \$20.8 million five-year grant from the Lilly Endowment to establish a center of inquiry in liberal arts.

The **University of Wisconsin-Eau Claire** received more than \$1 million in stock from Jan and alum Kathryn Ver Hagen to support a chair of education in their name.

Western Illinois University's College of Education and Human Services has received \$250,000 from the Ameritech Foundation to support ongoing technology training for Illinois teachers.

advance

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