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T H E N E W T O N

BLUEPRINT FOR PROGRESS CAMPAIGN

for

CLARKE COLLEGE

December, 1979



CARGILL ASSOCIATES

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I N T R O D U C T I O N

Newton and Clarke College have been working together for nearly seventy-two years. Both Newton and Clarke College are committed as partners to provide economic growth, stability and opportunity for development.

The College Trustees and Faculty recognize the need for Clarke College to gear up to better serve the needs of Newton.

A series of campaigns is underway to provide needed funds to upgrade programs and facilities at Clarke College. The BLUEPRINT FOR PROGRESS Campaign will provide an opportunity for greater involvement of the citizens of Newton to assist the College in meeting pressing needs. *ITS PRESENT AND FUTURE NEEDS.*



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I. GENERAL INFORMATION

A. Purpose

Clarke College is a private, two-year, liberal arts college located in Newton, Mississippi. The College combines Christian values with academic excellence.

As a Christian college, Clarke has the distinct privilege of offering to every student a Christian lifestyle and essential values for a meaningful life.

B. Background

Clarke College was established and chartered in February, 1908. In 1914, ownership of the College was transferred to Mississippi Baptists.

Throughout its history, the College has stressed its commitment to Christian values. It is operated under the direction of the Board of Trustees elected by the Mississippi Baptist Convention. The school receives regular support from the Convention through the Cooperative Program. Additional support comes from designated contributions from churches and individuals.

The physical plant is located on a 130-acre tract of land along Highway 80 in Newton. An additional 130-acre tract of land located between Highway 80 and Interstate Highway 20 is another asset provided by interested donors. The approximate value of the physical plant is \$2,400,000.



C. The Students

The student body is one of Clarke College's greatest assets. Over the past several years, the College has drawn students primarily from Mississippi, although Alabama, Louisiana and Florida provide a substantial number of students each year. With a student/faculty ratio of nine to one, there is a strong emphasis on direct involvement and communication between student and faculty.

Clarke College is committed to providing the finest education possible for students of all ages in a Christian environment. Another major purpose of the College is to provide special opportunities in the preparation of students for the ministry and other fields of vocational Christian service.

A variety of student activities is available. Convocations for the entire College community offer opportunities for enrichment and growth. Musical groups and other activities provide valuable experience as well as fellowship.

D. The Faculty

Clarke College has always been proud of its excellent faculty. The faculty is committed to professional growth and development. Faculty members believe in the philosophy of Christian higher education and are dedicated to this cause. The low student/faculty ratio creates a sense of rapport between student and faculty member and enhances the development of the students as individuals.

Clarke College offers an Associates in Arts degree in nineteen major fields of study and pre-professional programs in



Health Science, Medicine and Nursing. The College is fully accredited by the state, regional and national accrediting associations.

II. AUTHORITY FOR THE CAMPAIGN

In the fall of 1978, the College Board of Trustees received authorization from the Mississippi Baptist Convention to conduct a capital campaign to broaden and strengthen the financial base of the College. Recognizing the importance of their leading the way, the Trustees are conducting a campaign of their own.

III. FINANCIAL SUPPORT

Clarke College has a commitment to excellence in the quality of faculty, students and studies. Quality education for a student is costly.

Clarke College, as a private college, represents the private sector of higher education and must depend upon that private sector, both individuals and businesses, for support. Financial resources for operations and capital improvements are also received from the Mississippi Baptist Convention. The College receives no direct federal or state funding.

Income to the College in 1978-79 came from three main sources:

Mississippi Baptist Convention	24.6%
Student tuition and fees	32.6%
Gifts, grants and other	42.8%



IV. THE BLUEPRINT FOR PROGRESS CAMPAIGN

The citizens of east central Mississippi have maintained a keen interest in the progress of Clarke College over its seventy-one year history. Friends and supporters have watched Clarke College become a useful educational facility. Now, with a vital vision of the future, Clarke College is launching the BLUEPRINT FOR PROGRESS Campaign. The Campaign will provide necessary funds for upgrading facilities and programs to continue quality Christian education. The BLUEPRINT FOR PROGRESS Campaign is a campaign to raise a minimum of \$300,000 for two priority items. Long-range planning has revealed other vital projects to be funded later.

Already other campaigns for Clarke College are underway. In the fall of 1979, the Faculty and Staff Campaign was begun. Dr. Mary Jane Myers is the Campaign Chairman. The College personnel are presently demonstrating their personal dedication and love for Clarke College by pledging to the Campaign. Their goal is \$20,000.

In the fall of 1979, the College Trustees and Former Trustees accepted a campaign goal of \$60,000 and began their own campaign. The Campaign is still in progress. Mr. Reuben Lott, of Laurel, Mississippi, is serving as Campaign Chairman.

Now, Newton is asked to demonstrate its support of Clarke College through a Newton Campaign. The community is asked to raise a minimum of \$60,000 toward the overall goal of \$300,000.

As pledges and commitments are made, there will be a renewed sense of pride to all who love Clarke College. Old friends

will have an opportunity to demonstrate their loyalty, and hundreds of new friends will become involved in the achievements of the institution.

Clarke College has not wavered from the bold commitment of providing the finest education in a Christian environment for students of all ages. At present, forty-eight percent of the students enrolled come from the nine-county area of east central Mississippi. Over ninety percent of the students receive some form of financial aid. The cost of excellence is victimized by inflation. Economic pressures on a private college like Clarke must be eased with investments from those who recognize the importance of Christian education in our society. Clarke College is open to all students who desire excellence in education with emphasis on value-based curriculum.

V. THE NEED

After carefully considering its purpose and with vision to meet future objectives, Clarke College has defined its needs and adopted a proposed plan. These priority items to be funded by this first phase of BLUEPRINT FOR PROGRESS Campaign will assist Clarke College to continue to offer quality education in a Christian environment.

The following items have been identified as priority items to be funded by the Campaign:

1. SCHOLARSHIPS \$100,000

Each year, Clarke College receives many applications for financial assistance. With ninety percent of the students receiving some form of financial aid, it becomes necessary



to provide additional funds for these deserving students. For most students, scholarships mean the difference between attending the private Christian college of their choice or attending a state-financed institution. In these times of increasing inflation, the College is finding it more difficult to provide those dollars that are needed to insure quality education to deserving students at a minimum cost. No student should be denied a Clarke College education because of finances. In order to meet this need, the BLUE-PRINT FOR PROGRESS Campaign will provide \$100,000 for scholarships.

2. DORMITORY RENOVATION \$200,000

Although the women's and men's dormitories are basically sound, both are in need of repair and renovation. Proper renovation will make the dormitories more serviceable to the needs of the residents and will greatly assist the College in the recruitment of new students.

3. SUMMARY OF CAMPAIGN OBJECTIVES TO BE FUNDED BY FIRST PHASE OF CAMPAIGNS

Scholarships	\$100,000
Dormitory Renovation	<u>200,000</u>
TOTAL	\$300,000

Of course, the above projects do not constitute the total needs of the College, only the priority items. Other projects to be funded by subsequent campaigns are: a multi-purpose Physical Activities/



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Classroom/Student Center Building; funds for endowment; an Administrative/Classroom/Auditorium Complex; and building maintenance and repair.

Why You Should Be Involved. . .

The opportunity for making a significant contribution to the society in which you live by means of a gift to private, Christian education at Clarke College has never been more urgent.

In responding to this opportunity whether by giving to scholarships or by making a major gift to a building, you may be assured that you are investing in your society.

The influence of your gift to education will continue long after your lifetime.

VI. PRINCIPLES OF THE CAMPAIGN

The plan for the Campaign explains the principles on which the solicitation will be conducted. Detailed plans for each volunteer and officer will be produced by the Development Office. The purpose of these additional instructions will be to establish coordination between various offices, volunteers, and development staff members.

1. The Base of the Campaign

Approximately 334 prospects in Newton will constitute the base for the solicitation of this Campaign. Plans for the solicitation of friends in other areas will be implemented in the future.

2. The Three-Year Plan

The strength of our Plan will be the three-year (36-month) pledge opportunity that will be offered to each prospect.

"Planned periodic giving is one of the cornerstones of our effort."



3. Your Own Pledge First

No prospect will be solicited by any Campaign volunteer who has not first made his own pledge. Campaign officers pledge before the leaders are solicited and Division Chairmen and Vice-Chairmen will make their pledges before soliciting others. This is the second cornerstone of our effort.

4. No Worker Solicits Himself

Our Campaign plan calls for the solicitation of all prospects by a Campaign volunteer. Each volunteer will discuss his own pledge with another member of the organization before signing. This is the third cornerstone.

5. Enthusiasm Makes the Difference

Whether in planning, in recruitment, solicitation, or in supervision of others in the work of the Campaign. . .let your enthusiasm rub off! This is the fourth cornerstone.

6. This is not a Cash Campaign

Cash gifts will be accepted but not encouraged in this Campaign. The donor who gives only cash from his resources is not likely to match the gift of the least of contributors who pledges a periodic sum for a three-year period. (A \$3,000 pledge may be achieved at a cost of only \$83.33 per month during the three-year period.)

7. This is a Low Pressure Campaign

Decisions concerning the amount of the gift will be made in the home or office. There will be no public "auction" giving



and no solicitation at any of the meetings. Factors having the greatest influence on subscriptions will be the prospect's attitude toward the contribution of the work of Clarke College, the personal contact by well-informed, committed solicitors, and the effect of other generous gifts.

8. Evaluation of Prospects. . .Essential to Success

When the goal has been reached and funds to support the programs and projects at Clarke College have been provided, many people will have contributed time and money; many procedures will have been completed--one of the most important of these is evaluation.

Several evaluation committee meetings are conducted to assist with the evaluation of all prospects. Following these meetings, suggested giving goals are affixed to the prospect's card. This giving goal on each prospect's card assists the Campaign volunteer when he calls on his prospect. This is the amount that may be mentioned if the prospect should ask, "What are others in my circumstances doing for Clarke College in this Campaign?"

9. We Must Discuss our Giving

In a fund-raising campaign, leadership is expressed through giving; and leadership to be effective, cannot be anonymous. We should urge our volunteers to lay aside personal modesty, discuss their own gifts, and encourage their prospects to talk with them about giving.

10. The Standard of Giving in the Campaign

It would not be possible to realize a Newton goal of \$60,000 by asking each donor to pledge \$541. Wealth, interest, responsibility and generosity are not distributed so evenly among us. However, each individual and corporate prospect must plan a worthy gift if we are to raise funds to upgrade and provide for excellence and quality education.

In determining the standard of giving required to attain success and the size of gifts necessary, these observations should be noted:

- (1) One gift of from 15 to 25 percent of the Campaign goal, and four gifts of from $7\frac{1}{2}$ to $12\frac{1}{2}$ percent of the goal are needed to assure success.
- (2) The top 5 percent of the donors will give 50 percent or more of the total.
- (3) The next 35 percent of the total number of donors will give approximately 35 percent of the total.
- (4) If the standards are met by the top 40 percent of the donors (as set forth in number two and number three above), the remaining 60 percent of donors should produce the balance of the 15 percent of dollars needed to reach the goal.

Keeping these customary campaign observations in mind, let us assume the following circumstances if our Newton Campaign follows the usual pattern of successful efforts.

- (1) Fact: \$60,000 goal
- (2) Fact: 334 prospects



- (3) Assumption: 111 prospects (33%) will make a pledge
- (4) Assumption: the top 5 percent of donors (6) will pledge 50 percent or more of the total, or \$30,000
- (5) Assumption: 35 percent of donors (39) will pledge 35 percent of the goal, or \$21,000
- (6) Assumption: 60 percent of donors (66) will pledge 15 percent of the goal, or \$9,000

The Newton leaders need to study the following standard of giving that would be necessary to reach the goal of \$60,000 and attain the challenge goal of \$100,000.



VII. THE STANDARD OF GIVING FOR A CAMPAIGN TO PRODUCE A
CHALLENGE GOAL OF \$100,000

<u>Donors</u>	<u>Giving</u>	<u>Produces</u>
1	\$15,000	\$ 15,000
1	\$10,000	10,000
5	\$ 5,000	25,000
7	\$ 3,000	21,000
10	\$ 1,000	10,000
18	\$ 500	9,000
<u>69</u>	lesser amounts	<u>10,000</u>
111		\$100,000

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VIII. THE CAMPAIGN STRUCTURE

Approximately sixty-nine volunteers will be recruited for the person-to-person solicitation of prospects in Newton. The design of the Campaign observes the "Rule of Five." This means that no volunteer will be expected to contact more than five prospects. The organization is thorough and structured so that no one individual will bear more than his fair share of the responsibility.

IX. THE CAMPAIGN OFFICERS

The Campaign units and officers, with their responsibilities, are described below:

1. The Campaign Committee

Approximately fifty prominent business, civic and religious leaders will be enlisted to serve on the Campaign Committee. This Committee is responsible for the overall policy of the Campaign. It will also decide upon the position of top leadership, timing of the Campaign, assist with evaluations and make major policy decisions. The Campaign Committee members will be listed in the Campaign brochure as the sponsoring authority for the Campaign.

2. The Campaign Chairman

The Campaign Chairman must be one whose influence, willingness and ability to lead would set an example and inspire maximum participation by Campaign volunteers and area prospects.

The Chairman should assist with the identification and enlistment of Chairmen of the Initial, Major and General Divisions.



It is the responsibility of the Chairman to solicit these Division Chairmen, preside over Campaign meetings and meetings of the Executive Council.

3. Initial Gifts Division Chairman

The Initial Gifts Division Chairman will be responsible for the enlistment and solicitation of five Vice-Chairmen whose evaluations are \$6,000 or above. These Vice-Chairmen will, in turn, call on fifteen selected prospects who also are thought to be capable of participation at or above the \$6,000 level. This key leader may well determine the success of the Campaign. The select Initial Gifts Division group is responsible for raising fifty percent of the Campaign goal, or \$30,000.

4. Major Gifts Division Chairman

The Major Gifts Division Chairman is responsible for the enlistment and solicitation of five Vice-Chairmen capable of participating at the \$1,000 to \$5,999 level. Each of these Vice-Chairmen will enlist and solicit five Captains, who in turn will call on five prospects each for a total of twenty-five in the Division responsible for the solicitation of one hundred twenty-five prospects with evaluations from \$1,000 to \$5,999. The Major Gifts Division goal is to raise thirty-five percent of the Campaign goal, or \$21,000.

5. General Gifts Division Chairman

The General Gifts Division Chairman will be responsible for the enlistment and solicitation of five Vice-Chairmen with



evaluations of \$300 to \$999. Each of these Vice-Chairmen will enlist and solicit five Captains who in turn will call on five prospects each for a total of twenty-five in the Division responsible for the solicitation of one hundred twenty-five prospects with evaluations from \$300 to \$999. The General Gifts Division goal is to raise fifteen percent of the Campaign goal, or \$9,000.

6. The Executive Council

The Executive Council is composed of the Campaign Chairman and Chairmen of the Initial, Major and General Gifts Divisions. These Campaign leaders provide leadership and general direction to the Campaign. They will be featured in the Newton Campaign brochure.



Blueprint for Progress

NEWTON CAMPAIGN

FOR

CLARKE COLLEGE

Calendar

DECEMBER, 1979

Begin preparation of card file with names, addresses, phone numbers of prospects

Wednesday 5 Begin preparation of the following materials:

Question & Answer pamphlet
Selection lists
Attendance record card
Campaign brochure
Campaign Dinner Invitation
Campaign plan
Audio visual script and slides
Pledge card copy

Send appreciation letter from President to each volunteer upon enlistment.

Friday 7 Identify host for Leadership Advisory Council

Monday 17 DEADLINE: HOST FOR LEADERSHIP ADVISORY COUNCIL ENLISTED AND GUEST LIST FINALIZED

JANUARY, 1980

Wed-Thurs 2-3 Phone calls to guests from host

Friday 4 Letters to Leadership Advisory Council guests from host



January (cont'd)

Wednesday	9	Reminder calls to Leadership Advisory Council guests
Thursday	-10 -	<u>Leadership Advisory Council Luncheon</u>
Friday	11	Appreciation letters to Leadership Advisory Council guests
Monday	14	Deadline: pledge card, attendance record card and Question & Answer pamphlet to Cargill Associates for approval
Monday	21	<i>Printer letter</i> Question & Answer pamphlet, attendance record card, and pledge card to printer
Thursday	24	Evaluation Meeting (1)
Thursday	31	DEADLINE: CAMPAIGN CHAIRMAN ENLISTED
		Evaluation Meeting (2)
<u>FEBRUARY</u>		
Monday	4	Pastor's MINISTERS Information Breakfast Question & Answer pamphlet, attendance record card, pledge card complete ENLIST HOST FOR CAMPAIGN COMMITTEE ENLISTMENT COUNCIL LUNCHEON
Tues-Fri	5-8	ENLIST GUEST FOR CAMPAIGN COMMITTEE ENLISTMENT COUNCIL LUNCHEON - <i>I N Note 35-40</i>
Tuesday	12	Invitation letters to Campaign Committee Enlistment Council guests <i>(NO SAMPLE)</i> Evaluation Meeting (3)
Monday	18	INITIAL CHAIRMAN ENLISTED
Wednesday	20	Reminder calls to Campaign Committee Enlistment Council guests
Thursday	21	<u>Campaign Committee Enlistment Council Luncheon</u> <i>I 20</i> Evaluation Meeting (4)
Friday	22	Follow-up letters to Campaign Committee Enlistment Council guests



February (cont'd)

Monday 25 Initial Chairman selects Vice Chairmen
Friday 29 MAJOR CHAIRMAN ENLISTED
Evaluation Meeting (5)

MARCH

Monday 10 GENERAL CHAIRMAN ENLISTED
Wednesday 12 Deadline: slides developed and assembled for
audio visual presentation
Tues-Wed 11-12 Reminder calls to Campaign Committee luncheon guests
Thursday 13 Campaign Committee Luncheon
Evaluation Meeting (6)
Friday 14 Major Chairman selects Vice Chairmen
Tuesday 18 Letters to Executive Leadership concerning April 1 dinner
Evaluation Meeting (7)
Newsletter #1 to printer
Thursday 20 DEADLINE: INITIAL VICE-CHAIRMEN ENLISTMENT COMPLETE
Friday 21 Letters to Initial Vice Chairmen concerning Kick-Off
luncheon
Monday 24 Evaluation Meeting (8)
Mail Newsletter #1
Thursday 27 Begin pledge card preparation
Friday 28 General Chairman selects Vice Chairmen
DEADLINE: MAJOR VICE CHAIRMEN ENLISTMENT COMPLETE
Evaluation Meeting (9)
Monday 31 Deadline: Script for audio-visual complete and to
Cargill Associates for approval
Reminder calls to executive leadership dinner guests



APRIL

Tuesday	1	<u>Executive Leadership Dinner</u> <i>MOTIVATIONAL</i> Deadline: Evaluations complete (10)
Wednesday	2	Solicitation of Initial Division Chairmen complete Reminder calls to Initial Vice Chairmen concerning Luncheon Reminder calls to Major Vice Chairmen concerning selection meeting Campaign Chairman makes pledge Follow-up letters to Executive Leadership dinner guests from the President
Thursday	3	<u>Initial Division Kick-Off luncheon</u> Major Vice Chairmen meet to select Captains Campaign Chairman begins solicitation of Division Chairmen
Friday	4	Deadline: Brochure to printer Deadline: Dinner invitations to printer Newsletter #2 to printer Follow-up letter to Major Vice Chairmen Initial Chairman begins solicitation of Vice Chairmen Follow-up letter to Initial Vice Chairmen Prepare Initial Division official record book
Monday	7	DEADLINE: GENERAL VICE CHAIRMEN ENLISTMENT COMPLETE Audio visual script and slides to production Begin addressing dinner invitations
Thursday	10	Letters to Major Division volunteers concerning Kick-Off luncheon



April (cont'd)

Friday	11	Mail Newsletter #2
Monday	14	DEADLINE: MAJOR CAPTAINS ENLISTMENT COMPLETE Reminder calls to General Vice Chairmen concerning selection meeting
Tuesday	15	Mail dinner invitations General Vice Chairmen meet to select captains
Wednesday	16	Follow-up letters to General Division Vice Chairmen Solicitation of Major Division Chairmen complete Reminder calls to Major Division volunteers concerning Kick-Off luncheon
Thursday	17	<u>Major Division Kick-Off luncheon</u> Newsletter # 3 to printer
Friday	18	Follow-up letters to Major Division volunteers Major Chairman begins solicitation of Vice Chairmen Prepare Major Division official record book
Friday	25	Dinner program to printer Mail Newsletter #3
Tuesday	29	Audio visual presentation complete Postcard reminders to General Division volunteers concerning kick-off luncheon
Wednesday	30	DEADLINE: GENERAL CAPTAINS ENLISTMENT COMPLETE

MAY

Monday	5	Deadline: Brochure complete Reminder calls to General Division volunteers concerning Kick-Off luncheon Solicitation of General Division Chairman complete
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GENERAL DIVISION KICK-OFF LUNCHEON



TUESDAY 6
~~Tuesday -6~~

May (cont'd)
CAMPAIGN DINNER
~~General Division Kick-Off Luncheon~~

Wednesday	7	General Chairman begins solicitation of Vice Chairmen Follow-up letters to General Division volunteers Prepare General Division official record book
Friday	9	Dinner program complete
Friday-Mon	9-12	Reminder calls to dinner guests
Monday	12	Deadline: Solicitation of all Vice Chairmen complete
Tuesday	13	<u>Campaign Dinner</u>
Wednesday	14	Newsletter #4 to printer Begin solicitation of prospects Appreciation and regret letters to dinner guests
Thursday	15	Postal reminders to all volunteers concerning respective report meetings
Wednesday	21	Mail Newsletter #4
Wed. Tues Mon-Mon	13-20 19-26 ONE	Telephone work with volunteers
Tuesday	27	Initial Division report meeting (1)
Thursday	29	General Division report meeting (1) - A.M. Major Division report meeting (1) - P.M.

JUNE

Mon-Mon	2-9	Telephone work with volunteers
Tuesday	10	Initial Division Report Meeting (2)
Thursday	12	General Division Report Meeting (2) - A.M. Major Division Report Meeting (2) - P.M.
Friday	13	Newsletter #5 to printer



June (cont'd)

Friday	20	Mail Newsletter #5
Mon-Mon	16-23	Telephone work with volunteers
Tuesday	24	Initial Division Report Meeting (3)
Thursday	26	General Division Report Meeting (3) - A.M. Major Division Report Meeting (3) - P.M.

JULY

Mon-Mon	7-14	Telephone work with volunteers
Tuesday	15	<u>Combined report luncheon - all divisions</u> (4)
<i>WEDNESDAY</i>	<i>16</i>	Newsletter #6 Campaign Wrap-Up Campaign closes

VICTORY CELEBRATION
Newsletter #7

