

Strength in Numbers

An astonishing number of Alumni have volunteered to help the University take a giant step with the approaching Development Fund Drive.

IT BECAME apparent at the close of last year's Alumni Development Fund drive that the Fund was not only on its feet but taking great strides.

Last month statistics revealed that the Fund may now actually be preparing to run.

The gain was obvious. During the calendar year 1956 more than 3,000 alumni heeded the calls of Class Agents and Class Representatives to give better than \$27,000 to the Development Fund.

When gifts to the University of Oklahoma Foundation were placed beside the Drive sum, the final picture showed that \$80,000 had come from alumni to the University.

It was a stunning gesture. In all the history of the institution, no alumni activity had ever boasted so many participants, nor had so many dollars been contributed. The amount more than doubled the best previous year's total.

Almost one-third of the 1956 receipts went for scholarships and student aid. A slightly smaller amount was allocated for specialized equipment. The remainder went for research, for expanding the University Museum collection, and for special allocations and emergency needs.

As Guy Brown, Field Director of Alumni Relations, put it:

"In a way, it was an experimental year. Undoubtedly it was a very successful year. So many were willing to do something for the University."

Obviously the success belonged to everyone who had given of his time, talent or money. But no one was forgetting that any campaign needs a mainspring to give it a first, directional movement.

The mainspring in this case consisted of more than 800 graduates and former students who voluntarily gave part of their spare time to serve as Class Agents and Class Representatives. Almost every class had an Agent—there were 50 of them—and many Representatives (total: 741). The Agents coordinated the teams' efforts to contact as many alumni as possible; the Representatives wrote personal letters to classmates, and some had to write to as

many as 25 persons.

This year the mainspring is even stronger. As August drew to a close, 50 volunteers had signed again to serve as Agents. But the list of Representatives had topped a whopping 1,800, and it was still growing.

Why so many?

The goal for the 1957 drive has been set at \$50,000. The Alumni Development Fund Board of Directors would like to double the number of contributors.

"This drive," said Brown, "depends upon a large number of contributors. It is essentially a small gifts operation. For example, last year we received contributions ranging from one dollar to \$600, but the majority amounted to about \$10.

"Now through strength in numbers we'll be able to build a substantial Fund."

The emphasis, then, is upon participation.

The campaign is to be kicked off in October. Each Representative, using his own stationery and paying for his own stamps, plans to write up to 20 classmates, asking that they take part in the drive.

Geographical distribution will not figure in the Representatives' correspondence. For example, a Representative in, say, Corpus Christi, Texas, may find himself writing to a man in New York City or a woman in Portland, Oregon.

But assignments are made according to different degree categories; lawyers will contact lawyers, musicians will contact musicians, and so on. This system covers wide territory, for more than 80 degrees are offered at the University.

Thousands of letters will be in circulation by winter, and many of these will be written in longhand; not all Representatives use a typewriter or have access to one. However, in the 1956 campaign one man in Oklahoma City, with a large office staff at his disposal, actually preferred to and did write his letters by hand.

Pictured at the left are a very few of those who will be working to help the University grow. They together with 1,800 other workers constitute a giant. With the help of 40,000 other alumni, they will build a giant.



JAMES E. ARNOLD



ROSEMARY SKINNER



JACK KEELEY