Annual giving plays important role

By Jennifer Wahrhaftig

Staff Writer

The Rider University Office of Annual Giving plays an important role in keeping the University functioning, said the assistant director in an interview last week.

Amy Turner, who was named assistant director this past August, oversees the student phone-a-thon, helps plan the senior class legacy gift, raises funds from the seniors and their parents for the resources for the legacy gift, and also meets with Rider alumni, who may have the potential to donate large gifts to the university.

The student phone-a-thon is composed of 40 students, who call approximately 40,000 Rider alumni, and thousands of friends, and parents each year to update them about what’s happening on campus and to ask for monetary gifts. It runs Monday through Thursday from 6 p.m. to 9 p.m.

It may seem difficult to call strangers and ask them for money but the alumni respond well to the students.

“The alumni seem to enjoy talking to the students as long as it’s not thought of as soliciting,” said Turner. “We’re not MCI, we’re not Sprint, and they enjoy hearing about what’s happening on campus. Many alumni will ask about the sororities and fraternities and how the sports teams are doing. Talking with students makes the alumni feel like they are back on campus.”

Rider also receives gifts from companies as part of the alumni’s fund drive, for the Marching Gift program. With this program, the graduates make a gift and their companies or spouse’s employers make a donation matching the amount, or sometimes doubling and trippling it.

All in all, the Office of Annual Giving’s goal is to raise $300,000 every year, and these gifts benefit Rider students in many ways.

The money raised from the Annual Giving Office are unrestricted funds, meaning Rider uses the money as needed, said Turner. The money is used towards landscaping, campus lighting, paying professors salaries, student financial aid packages and other operational aspects of the campus.

However, not just the students benefit from the funds raised. The alumni benefit as well. Based on the amount of the donation, the alumni are placed into clubs such as The Century Club if they donate at least $1000, or The Hundred Club if they donate at least $500.

As members of these clubs, the alumni receive a copy of the alumni magazine a couple of times a year, updates as to what is happening on campus, tickets to a show or athletic event, and a special invitation to a dinner at President Lueddecke’s house.

Both the students and the alumni benefit as a result of Rider’s advanced Annual Giving program.

“I used to work in Princeton University’s Fundraising program and Rider’s program is larger, and more student oriented,” said Turner. “Also, the people who work at Rider’s Annual Giving program are very helpful and nice.”

The plan is 95 percent finished, and as of right now, the last 5 credits to be completed at the university in order to attain a degree. Fortunately, these policies are flexible.

Disaster

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of Rider, the plan makes provisions for University assistance. It contains stipulations for providing such necessary materials as blankets, medical provisions, fire extinguishers, and other supplies.

The plan itself covers disasters such as explosions, building evacuations and relocation, earthquakes, severe weather, infectious disease outbreaks, sports related injuries, violent crimes, chemical disasters, lack of electricity, elevator malfunctions, telecommunication breakdowns and many more. All of these occurrences need to be dealt with promptly and efficiently should they occur.

The plan is 95 percent finished, and is having a plan that’s critical for the university.

“I have learned over the years that success is having a plan”

-Vickie Weaver

A lot of hard work and effort has been put into it. Contributions have been given by companies or spouse’s employers make a donation matching the amount, or sometimes doubling and trippling it. As for the faculty, several options will be open to those wishing to teach at Sanga, ranging from periods of weeks up to a year.

The members of the faculty deciding to participate only for a month, for instance, will teach as they were teaching a summer course in an accelerated fashion.

The success of the program, however, depends on whether or not faculty will want to travel abroad and teach, something that was noted by Frakt.

“We are taking a lot of risks, but the risks are reasonable, and if it turns out that the risks end up being unreasonable, you can always call off the agreement,” said Frakt.

“These are very good oriented people. I think it would be great for our students to meet students from China who are interested in the same curriculum.”

It is important to remember that everyone must play a part in any disaster situation. One must make sure they are aware of their surroundings, as well as knowing where they should be or what they should do if an emergency should occur, according to Weaver.

Information will be available to all after the plan is finished, but only on a need to know basis, in order to maintain the security of the operation and the safety of the students on campus. Emergency drills will be conducted and emergency procedures will be demonstrated.

“I have learned over the years that success is having a plan, being involved by role playing and knowing what to do,” said Weaver.

Unity

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The Multicultural Center deals with the logistics and with the administrative matters,” said Brown.

Choosing the right faculty leaders were Dr. Harvey Kornberg and Dr. Marvin Goldstein, who gave a presentation in the Multicultural Center Morris Dees. This year some of the speakers were Dale Williams, executive director of the Midnight Run and Dr. Alison Thomas-Cottingham, professor of psychology.

The day started off with a luncheon on the Student Center Patio and from there the day was filled with various workshops, lectures, panel discussions, and presentations. SEC sponsored a Multicultural Food Fest, which featured various ethnic dishes. The day ended with the One World Show, which was an evening of performance by members of the community.

“It is extremely important to take time out to celebrate those elements that bring our community together,” said Brown. “This leads us to become a more responsible community.”

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