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CAMPAIGN: Not such an intimidating word

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Because Furman Matters.

CAMPAIGN: Not such an intimidating word

WHEN THE WORD “campaign” is mentioned in relation to a fundraising drive, some people immediately think only of large, transforming gifts. But most successful capital campaigns are made up of many gifts from a variety of donors.

The ambitious \$400 million Because Furman Matters campaign will reach its goal if donors support the campaign with gifts that fit into their particular philanthropic comfort zones.

Corporations and foundations tend to provide support to schools that have a significant level of participation in their annual giving programs. They rarely ask, “How much did your alumni give?” Rather, they ask, “How many of your alumni made a gift to the university last year?” So no matter the size of your gift, it can lead to even greater support for the university.

What exactly does a gift of, say, \$50 do for a Furman student? Here are some possibilities:

- Pay a conference registration fee so a student can make a research presentation.
- Buy a publication or journal subscription.
- Help equip a classroom.
- Purchase a musical arrangement for a conducting class or performing ensemble.
- Provide fabric for costuming or pay the royalties for a theatrical performance.
- Buy a Tyvek suit to protect a student who is conducting waste audits.
- Purchase books for reading programs sponsored by Heller Service Corps.

The point is, no matter its size, your gift does count. We invite you to join the many alumni and friends who are making a difference through the Because Furman Matters campaign.

— PHIL HOWARD

The author is director of donor marketing at Furman.



KEN BENNETT/WAKE FOREST UNIVERSITY

Friends help Bob Swofford’s legacy live on

BOB SWOFFORD was a member of an impressive group of chemistry graduates in Furman’s Class of 1969. He and the six other chemistry majors in the class — Coleman Arnold, Dan Dennison, Jerry Dillashaw, Robert McKeown, Bob Posey and David Shull — all went on to earn either doctorates or medical degrees.

Swofford received his Ph.D. in chemistry from the University of California, then worked as a research associate at Cornell University and as a research scientist in chemical and applied physics with BP Research. In 1993 he joined the faculty at Wake Forest University and quickly became a highly respected teacher and mentor, receiving the university’s Advisor of the Year Award for his impact on students. When he died last March, the Wake Forest community mourned his loss.

His obituary stated, “A passion for education and the pursuit of knowledge fueled

him every day. . . . [He] will be remembered for his gentle spirit, his intellectual curiosity, and his beautiful singing voice.”

Swofford considered the Furman chemistry department’s summer research program to be a major factor in launching his career as a scientist and educator. Knowing of his respect for the Furman program, friends and family have created the Robert L. Swofford Endowed Fund in his honor to support summer research at Furman.

The fund will provide a stipend to students who major in chemistry and conduct research full time during the summer. Student recipients will be designated Swofford Scholars.

To support the Swofford Fund, or to learn more about establishing an endowed fund, contact betsy.moseley@furman.edu, (864) 294-3491.