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Phonathon 101

Phil Howard
Furman University

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Furman philanthropy

Help the Bell Tower ring true

The Forever Furman campaign may have ended December 31, but one important project launched in the final months of the campaign — plans for the restoration of the Bell Tower and the John Edward Burnside Carillon — will require a surge in funding to stay on schedule for completion this year.

Since the university's move to Greenville in 1851 the Bell Tower has been the best-known symbol of Furman, first as part of Old Main on the downtown campus and today on the peninsula beside the lake, where the "new" tower was constructed in 1965. At 88 feet, 1 inch, it measures to within one-sixteenth of an inch of the original. Its carillon, installed in 1966, honors John Edward Burnside, first chair of the Furman Advisory Council.

The carillon, which requires periodic upkeep, was last repaired in 1984. The mechanical connections need to be cleaned and restored so that the instrument can once again be played. The tower itself has chips, cracks, broken moldings and other damage.

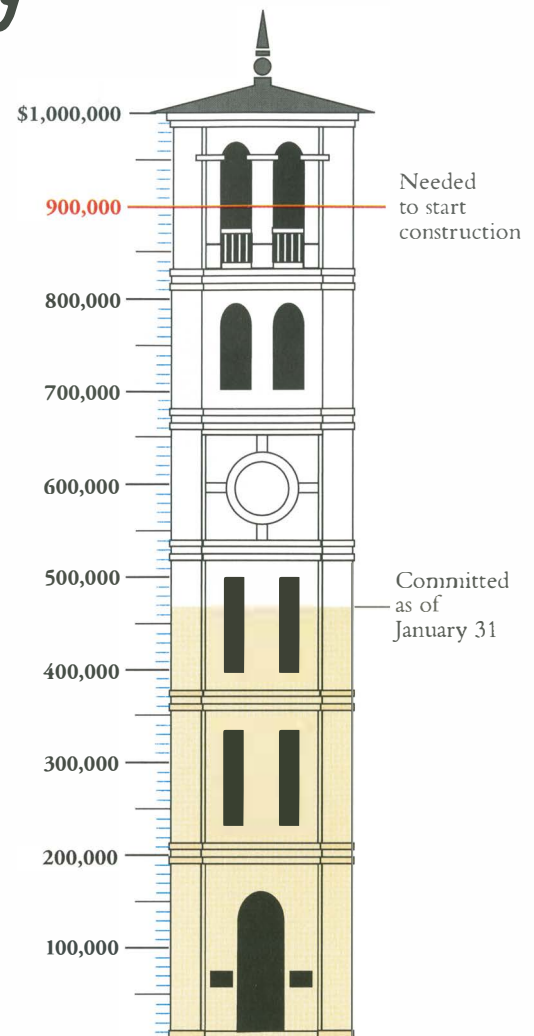
The \$1 million drive to restore the Bell Tower will help to refurbish the carillon, repair the infrastructure of both the tower and the clock, and establish an endowment for the tower's maintenance and upkeep so that it will ring true for all time.

Donors of \$5,000 or more will have their names included on a plaque at the base of the tower. Donors of \$1,000 or more will have their names engraved on a brick on the "Anniversary Walk," the path that leads from the Bell Tower to the mainland. Alumni who graduated since 1987 may purchase a brick for \$500. All gifts are payable over four years.

Through January 31 more than 400 alumni, parents and friends had responded with gifts and pledges totaling almost \$470,000. Construction can begin when pledges reach \$900,000 and the university has received \$300,000 in pledge payments.

Gifts, pledges and inquiries about the project should be directed to Craig Waldon, associate director of major gifts, at (864) 294-2157, or by e-mail to craig.waldon@furman.edu.

To read Bell Tower stories contributed by alumni and friends, to view a list of names on bricks or to make an on-line pledge to the project, visit www.furman.edu/belltower.



Phonathon 101

As we began planning for our spring phonathon, which will start in mid-March, we asked our volunteer student callers to help draft a primer for alumni. We call it "Phonathon 101: How to Deal With Calls From Furman Students." After all, our phonathon volunteers contribute their time for the betterment of the university.

Here, then, is what Furman students would like friends and alumni of Furman to remember when you receive a call during the phonathon:

■ **The Night Shift:** Because of classes, labs and assorted other college activities, students are not able to call during the day. That's why we schedule phonathon hours from 7 p.m. to 8:59 p.m. Furman phonathon callers should not be thought of as irritating telephone solicitors, nor are they trying to inconvenience or pressure

A quick primer on why students volunteer to call for Furman

you. They're simply asking for a minute of your time to enlist your support for alma mater.

■ **Where Your Dollars Go:** Tuition (\$20,856 this year) covers 65 percent of the actual cost of educating a Furman student. All of our student callers are on scholarship. As did many alumni, they depend on the generosity of others to help cover 35 percent of the cost of their Furman education.

■ **Pledges and Reminders:** If you usually make your gift in the summer and you're contacted this spring, go ahead and make your pledge while you're on the phone and tell us which month you would like to receive your reminder. Your gift will go farther if we don't have to call you back or send you other mailers. Making an early pledge and a timely gift are sound economic moves and help to maximize your generosity.

■ **Be Definite:** Ambiguous responses result in additional phone calls and mailers, which you probably don't want and which divert funds from university coffers. It's OK to say "no." (But an enthusiastic "yes" is wonderful!)

■ **No Need to Say You're Sorry:** Don't apologize for the amount of your gift. In the push for 50 percent participation, every contribution is appreciated and valued.

Donations support the everyday costs of running and attending the university, help Furman take advantage of lower interest rates on bonds, and encourage greater support from corporations and foundations who are impressed by the strong support Furman receives from alumni.

— **Phil Howard**
Furman Fund