



VIKING GIFT COMMITTEE

The Viking Gift Committee is a dedicated group of alumni volunteers who have agreed to invest a few hours this year to help further the mission of Lawrence University by contacting their peers and encouraging them to support their *alma mater*. The goals of the Viking Gift Committee are to bolster young alumni donor participation and to educate classmates about the importance of supporting Lawrence University each year. The success of the Viking Gift Committee helps ensure that Lawrence continues to be one of the top liberal arts colleges in the nation. This year's Viking Gift Committee consists of over 20 members, with Catherine Walby, '98, and Curt Lauderdale, '01, co-chairing the effort.

Classmates,

Greetings from Lawrence! We would like to take a moment to introduce ourselves. Curt graduated as a member of the Class of 2001 and is currently the Plantz Hall director. Catherine graduated in 1998 and teaches piano at the Lawrence Academy of Music and the conservatory. As staff members, we have firsthand knowledge of the benefits of your alumni support. We feel that the mission of the Viking Gift Committee and the charge it brings to the young alumni are so important that we are pleased to devote a portion of our time to further its efforts.

Last year, the Viking Gift Committee succeeded in encouraging young alumni to contribute more than \$30,000 and achieved a 28 percent alumni donor participation rate. We have rather lofty goals this year. With your help, we hope we can increase the young alumni participation level to at least 50 percent.

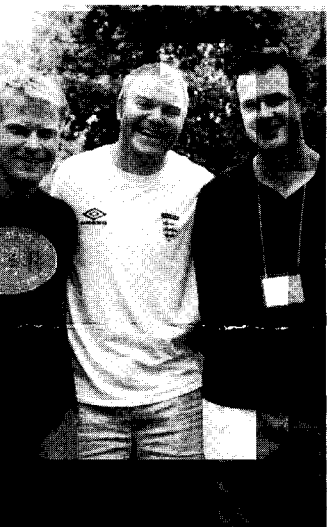
Help give a student the same opportunities you had at the college and support our *alma mater* by making a gift to The Lawrence Fund.

Sincerely,

Curt Lauderdale, '01

Catherine Walby, '98

Viking Gift Committee Co-chairs



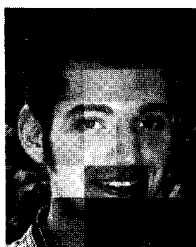
Top: Cara Helmke (left), member of the Class of 2000 Programming Committee, and Jessica Seaberg, member of the Class of 2000 Senior Gift Committee, with the stone gift that was installed in 2001 in front of Main Hall. Bottom: Luke Madley, '97, Rich Canaday, '96, and Steve Gottesman, '96, at Reunion weekend in June.

Bottom cover: (from left) Shivangi Moghe, Professor of Mathematics Bruce Marciaiu, and Tom Conti, '02.

Two stories of achievement

Dan Lizzadro-McPherson, '04, and Summer Olson, '05, are among many current students with wonderful stories of how they got here and how your gifts have helped them achieve their full potential. The Lawrence Fund is a critical source of income for the college, and the “hidden grant” that every student receives is made possible in part from gifts to The Lawrence Fund. Your generosity truly does make a difference, so please make your gift today!

Summer Olson, a sophomore majoring in oboe performance and English, is from Crystal Falls, Michigan. As a junior in high school, Summer began commuting to Lawrence for oboe lessons on the recommendation of her high school band director. “It was a three-hour commute each way, but it was worth it!” raves Summer. She credits Lawrence and her oboe instructor, Professor Howard Niblock, with giving her many outstanding opportunities she would not have received elsewhere. Summer believes that young alumni who give set a precedent for current students who will follow in their footsteps. When asked what she would say to all the donors who provided her with scholarship support and enabled her to receive a high-quality liberal arts education she said, “Without your help, I wouldn’t be at Lawrence. Thank you for making such a positive impact on my life.”



Daniel Joseph Lizzadro-McPherson, a junior whose major is psychology, is from Fontana, Wisconsin. He first heard about Lawrence from his stepbrother, Eric Martin, '01. Dan says there were many reasons why he decided to come to Lawrence; among them were its rating as one of the top 50 liberal arts colleges in the nation, the strong social psychology department, and the beautiful campus. Dan credits the top-notch faculty for making it all worthwhile. One professor he has grown particularly close to is Matt Ansfield, assistant professor of psychology. According to Dan, Professor Ansfield has “given me guidance and counsel during hard times and been my advisor, mentor, and friend. He has made the Lawrence Difference for me.” Dan realizes the importance of young alumni giving to help current students, but he also sees it as a way to “create a stronger tie with the college.”

A Message from the Vice President

Lawrence is a strong institution today because of the philanthropic support of the college's many benefactors. Since only a small number of our constituents are able to make gifts to build buildings and endow professorships, it is important for the college to have broad alumni participation. Fortunately, Lawrence has one of the strongest alumni donor participation rates in the country, and this datum serves us very well in courting corporation and foundation donors — who view alumni support as a critical factor in their grantmaking. (If Lawrence alumni don't support Lawrence, why would the Andrew W. Mellon Foundation?) For understandable reasons, getting young alumni in the "habit" of making annual gifts is a tough challenge, but it is critical to the college's current and future well being. So, I am exceedingly grateful to those who serve on the Viking Gift Committee for their work to encourage all young alumni to make a gift to the college, regardless of its size. In this instance, it is the vote of confidence that is important.



Greg Volk
Vice President for Development and External Affairs

The Challenge Last year, each young alumni class had between 65 and 90 donors. If 135 donors could be secured from each class this year, young alumni participation would reach 50 percent.

Facts about The Lawrence Fund Ninety-one percent of Lawrence students will receive some form of financial aid this year. • In 2001-02, alumni contributions totaled \$1.9 million. • The overall donor participation rate for 2001-02 was 49 percent, putting Lawrence among the top liberal arts schools in the nation. Participation for the Viking Decade was 28 percent.

Why Should You Give? Your gift to The Lawrence Fund strengthens the faculty and their teaching by allowing Lawrence to offer opportunities for faculty and student research programs and projects. • It helps cover the college's operating costs and keeps Lawrence affordable. Thus, The Lawrence Fund provides a "hidden grant" to every student on campus to help close the gap between tuition revenue and the actual cost of a Lawrence education. • Your gift enhances the college's reputation and adds value to its degrees.

Your gift of any amount will help and is greatly appreciated. A contribution at one of the following levels will enroll you as a member of one of Lawrence University's giving clubs: The Founders Club, \$1,000 and up; The Viking Club, \$500; and The Heritage Club, \$250. Gifts of \$100 or more to the Lawrence Fund designated for Björklunden qualify you for the Boynton Society as well as any corresponding gift club.

*Top: Students at Björklunden rehearse for a theatre production
Bottom: Percussion practice led
Dane Richeson, center, at
Björklunden.*

