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## Cedarville College Alumni News

Cedarville College

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# Cedarville College Alumni News

September 1964

Dear Fellow Alumni,

Self-examination is good for all of us. Recently the officers of the alumni organization met to assess the work of the association. Here is an informal summary of their considerations. In 1962-63 the association contributed \$1200 to the College for library books. In 1963-64 the alumni accumulated \$321 in gifts for the establishment of the position of a full-time alumni secretary. The 75 per cent decrease in giving could not be related to the size of the group, for the organization was considerably larger in 1964 than it was in 1963. The difference in giving is probably explained by the nature of the goal in each case. Books are concrete, specific. A salary for a to-be-named secretary is somewhat abstract and indefinite. It is an old rule of fund-raisers that people give for concrete goals and not abstract ones.

Further, though a reasonable salary for a full-time secretary might be in the area of \$5,000, there would still be the additional expense for gas, food, and lodging. Thus, if every alumnus gave \$20 per year, we could probably pay the salary and the expenses of a full-time secretary. But we would probably be raising very little, if any, for the advancement of the College program. Last year's average contribution per member was less than \$1. We would have to increase our giving by 2,000 per cent just to pay the secretary's salary and expenses, without even considering the other expenses of the organization.

With these facts in mind, the officers considered another alternative. The College Public Relations Department wants to produce a 30-minute, sound, color, film to use in revealing their future campus development plans. However, the current budget does not allow for such an expenditure. We have the opportunity to make this important contribution toward the future of Cedarville. The cost of the film would be approximately \$4,000. Thus, for example, if each alumnus contributed \$10 this year, the entire cost of the film could be underwritten. Or if each alumnus contributed \$5 for two years, the goal would be realized. The latter alternative is realistic in that it represents the giving level for 1963.

The advantages of the film are many, if not legion. The film would very probably reflect, more than any other means, the program and facilities of the College. The film could be easily duplicated and several copies made available for showings at more than one church on a given Sunday. Postage for sending the film would be considerably less than transportation for a college representative. It has been the experience of all institutions which have used the film method that the return on the investment has been very satisfactory.

Therefore, the officers decided to submit this project for the consideration of the alumni at the business meeting during the Homecoming week end.

### HOME COMING

The date for Homecoming this year is Saturday, October 10. The schedule of events is as follows:

Registration (lobby of gymnasium)	9:00-10:00
Viewing of Displays	10:00-11:00
Parade (class floats, bands, etc.)	11:00-12:00
Business Meeting	12:00- 1:00
Dinner Banquet (College dining hall)	1:00- 2:00
Soccer Match (Cedarville vs. Wittenberg or Central State)	2:00- 3:30
Musical Program (College chapel)	7:00- 8:30

The speaker for the morning service on Sunday, October 11, will be Marvin Troyer ('62).

The price of the noon banquet on the 10th is \$2. The reservation form for this meal appears below and should be returned no later than October 5. **SEND NO MONEY WITH YOUR RESERVATIONS.** Send reservation form to: Alumni Secretary, Cedarville College, Cedarville, Ohio.

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Please reserve \_\_\_\_\_ tickets for the banquet on Saturday, October 10, at \$2 per ticket.

Signed \_\_\_\_\_