



Cumberland
UNIVERSITY

ADVANCES

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2010 SPRING PHONATHON KICKS OFF



Student body President, Keeley Locke, making calls in Fall 2010.

As the sun sets and evening classes come to an end, things are just getting started in the Catron Alumni House.

Cumberland's Phonathon program, located in the Advancement Office, is a vital way for the University to maintain personal contact with alumni and friends. Our student caller's primary goal is to acquire as much support for the institution as possible, but phonathon employees also connect alumni and friends to cur-

rent Cumberland students, which allow them to stay informed, hear the latest news from the University and to find a way to offer support.

Led by Phonathon Supervisor and Advancement Intern, Rebekah George, Cumberland students with versatile backgrounds and majors will be working with the phonathon from 5:30 p.m. to 8:30 p.m., Monday through Thursday over the next few weeks.

The phonathon spring session begins March 18 with an intensive two-day training program with calls to take place through April 22. Jonathon Hawkins, Executive Director for Development & Alumni Relations said, "In four weeks of calling in fall 2009, we completed calls to 2,020 alumni and friends and secured 320 pledges totaling

\$8,000. Actual cash received from these pledges totaled \$10,000 which represented the best phonathon in CU's history. Our mission for the spring phonathon is to continue our efforts to increase alumni participation and raise dollars, but also to help alumni and friends feel connected to the University."

To obtain more information on the phonathon and ways to donate visit:

www.cumberland.edu/giving



FISCAL YEAR 2010 TOTALS THRU 02/28/10

- \$1,186,751.54 in cash, pledge payments and gifts-in-kind
- 900 donors

FISCAL YEAR 2010 PROSPECT ACTIVITY THROUGH 02/28/10

- 293 face-to-face visits
- 105 new solicitations
- 29 special events with the President attracting alumni, friends, corporate and community leaders, and pros-

UPCOMING EVENTS:

APRIL

06 - *Great Performers Series* featuring Patricia Racette

MAY

08 - Commencement
20 - Patrons' Party

JUNE

05 - 27th Annual Phoenix Ball
15 - Symphony on the Lawn
19 - CU Night at TPAC - *Beauty and the Beast*
26 - CU Rafts the Ocoee River

Stay up-to-date on news and upcoming events:

www.cumberland.edu/alumni

CUMBERLAND THANKS AT&T

Lanie Johnson, Regional Director for External Affairs with AT&T, recently visited campus to present a check in support of the University.

Pictured L to R: Rep. Stratton Bone; Jonathon Hawkins, CU Advancement; Johnson, and Senator Mae Beavers



CONTACT INFORMATION

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WE'RE ON THE WEB!

CUMBERLAND.EDU/ALUMNI

THEPHOENIXRISING.WORDPRESS.COM

TWITTER.COM/CUALUMNI

ADVANCES is a quarterly publication of the Office of Advancement at Cumberland University.

Jonathon L. Hawkins
Executive Director for
Development & Alumni Relations

IMPORTANCE OF FACULTY/STAFF SUPPORT

Faculty and staff support is an important indicator for many corporations and foundations prior to them making a gift to the University. Nearly 70 CU employees are making personal gifts this year, but increased participation is needed.

If you haven't made a contribution yet, it's really very simple. You can make your gift through payroll deduc-

tion, by check or credit card, or online at www.cumberland.edu/giving.

Direct your gift to any school, department, or scholarship or make a gift to the Academic Development Fund to be used to address the most urgent needs. Remember...every gift counts!

Contact Advancement at 615.547.1235 for more information.

MEET OUR INTERN - REBEKAH GEORGE

Hi, I'm a 2009 CU graduate with a Bachelor's in Business Administration. I am currently interning with the Office of Advancement while earning my Master's degree. After finishing, I plan to work in resource development so the opportunity to work closely with our Advancement team has been very exciting to me.

I am coordinating alumni events and meeting with potential sponsors and donors. I have also been able to assist in grant preparation from prospect research to receiving support. This month, I am very excited to begin the 2010 spring phonathon as this will be another occasion to raise



awareness of all that Cumberland has to offer alumni, friends, and the community. I am thankful to work with the faculty and staff at CU and look forward in helping to develop the University's future.

LOCAL CHURCH ESTABLISHES SCHOLARSHIP FOR INTERNATIONAL STUDENTS



The Reverend Anne Fraley, Priest-in-Charge of Lebanon's Episcopal Church of the Epiphany, recently presented a check to establish a scholarship fund to benefit international students at Cumberland. The money for the scholarship was raised from the proceeds of the spaghetti dinner hosted by the church last December. It is anticipated that this will be an annual event with the goal of raising enough money for the scholarship fund to create an endowment.

Pictured from L to R: Nitchamon "Bow" Ponkerd, International Student Organization President; CU President, Dr. Harvill C. Eaton; Reverend Fraley; Pace Pope, Coordinator of International Student Admissions and Epiphany member; and Jonathon Hawkins, CU Advancement.