

LYON

The Campaign for Distinction

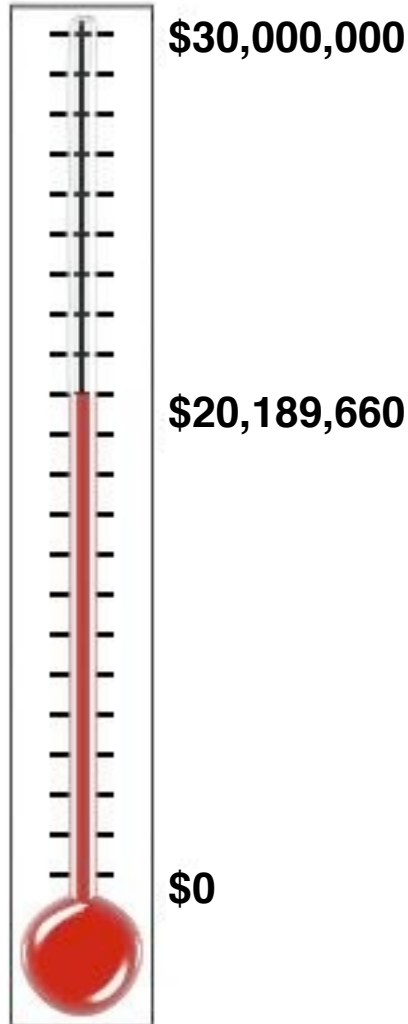
The Path to Distinction

A Newsletter for Friends
and Alumni of Lyon College

Volume 3, Issue 1

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Campaign Update



Total Gifts and Promises to date:

\$20,189,660

Capital: \$1,354,593

Annual Scholarships: \$14,696,548

Endowment: \$2,619,439

Restricted Programs: \$1,519,078

Trustee participation rate: 95%

**Advisory trustee
participation rate: 85%**

Frank Lyon's matching gift boosts marketing program

At its fall meeting in October, the Lyon College Board of Trustees committed itself to raise \$400,000 to support a promotional effort focused on student recruiting. This boost to the College's marketing program and the Campaign for Distinction was made possible by a \$200,000 matching gift by Frank Lyon Jr.

The marketing campaign, "Best of Both: Top Tier, Top Value," was developed to take advantage of Lyon's highest ranking ever in the U.S. *News & World Report's* list of "America's Best Liberal Arts Colleges."

Lyon moved into the top tier in the 2008 rankings for the first time. Lyon is ranked 91st among the 266 "Best Liberal Arts Colleges."

U.S. News also again named Lyon College to its list of "Great Schools, Great Prices." Lyon rose to 16th on this list of 40 "best value" schools across the nation and is the only college in Arkansas and the surrounding states – and one of only six in the South – to be so honored. Lyon was ranked 23rd on this list in the 2007 *U.S. News* rankings.

After hearing a proposal to conduct a smaller promotional campaign, Mr. Lyon, a former board chair, proposed an alternative solution at a session of the full board Oct. 19. Holding up a map showing Lyon as the only college in the south-central U.S. designated as a "best value" by *U.S. News*, he said:

"When I look at the proposed budget and I look at this (the map), they don't match," Mr. Lyon said. "We are one of the best



Frank Lyon Jr.

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colleges in the United States. We are certainly one of the best values in the United States. Finally, it's been recognized by a major publication."

"We need to become salesmen for our school; we need to pass on our pride," Mr. Lyon told the other trustees. "I don't know when I've been so excited about anything. What Wallie (President Walter Roettger) has done to get us here is absolutely incredible. We have to take advantage of it and we've got to do it now!"

Mr. Lyon put his proposal in the form of a motion, pledging to personally contribute \$200,000 toward an advertising campaign on a matching basis, adding, "Please don't vote for it unless you are going to get on track and match that money."

The board unanimously approved the motion.



New Lyon license plate unveiled

Lyon College now has its own Arkansas license plate. The plate, featuring the College tartan and crest, is designed for alumni and friends to show their Lyon pride. In addition to the normal annual registration fees, there are annual fees in the amounts of \$10 for handling and administrative costs and \$25 for the College. The \$25 fee is a contribution to the Lyon annual fund and is tax deductible. To find out how you can get the new Lyon College license plate, contact Peggy Roettger at 870-307-7238 or e-mail proettger@lyon.edu.

Year-end appeals keep Advancement staff busy

Institutional Advancement "kicked it up a notch" last month with year-end solicitations in the form of direct mail appeals, a phonathon, and other "nuts-and-bolts" initiatives. While direct mail and phonathons are far from glamorous, they are essential to the continuing success of the Campaign for Distinction.

Two targeted, direct mail efforts are designed to propel the Independence Fund drive, a local initiative to build the base of corporate donors in the area. The Regional Advisory Board, a group of 50 civic and business leaders from Northcentral Arkansas that is leading the charge for the Independence Fund, received a personalized letter from President Walter Roettger encouraging individual participation. This letter follows on face-to-face visits by Tim Bruner, Vice President for Institutional Advancement, and other members of the development staff. Also, a request was mailed to 600 Independence County businesses. This solicitation went out over the signatures of Dianne Lamberth and Ron Spillers, co-chairs of the Independence County Subcommittee for the Campaign for Distinction.

Similarly, the Advancement staff mailed a year-end request to more than 18,000 households in December. This request targeted those alumni, parents

and friends who had not given and who are not included in the special interest groups covered by the Independence Fund or phonathon initiatives. Dr. Terrell Tebbetts, the Cox Chair of American Literature, lent his signature to this appeal.

Interim Director of Alumni and Parent Services Peggy Roettger experienced great success with this fall's phonathon. With seven to 10 student callers each night, Director Roettger's team completed more than 2,500 calls and eclipsed last year's dollars raised by an estimated 50 percent. Peggy noted that one student received a call back from a donor who said she was so impressed with the young caller that her family decided to up their pledge from \$1,000 to \$10,000!

The phonathon donor is one of many recently who are choosing to contribute to upgrade existing named endowed scholarships. Lyon is blessed to have many such scholarships; however, many of them were established years ago before the College implemented its current policy which requires \$10,000 or more to create a named scholarship endowment fund. Vice President Bruner and his fellow fundraisers are diligently working to connect with past donors to strengthen these older endowment funds in addition to bringing new donors and new endowed scholarships into the fold.