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Furman offers new incentive for annual giving: as you like it

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Because Furman Matters.

Furman offers new incentive for annual giving: as you like it

No, the last line of this article's title isn't a reference to one of the Bard's famous comedies. It refers to a new initiative that encourages donors to make their annual gift to Furman and designate it to an area of current need that has special meaning to them.

For example: If "the play's the thing" for you, then you might consider designating your gift to support the performing and fine arts. Or if you had an internship as a student that influenced your life's direction, your gift could go toward undergraduate research and internships.

For Matt Wilson '86, an ophthalmologist in Memphis, Tenn., the opportunity to designate his gift was the incentive he needed to quadruple his level of giving. He designated his gift for two areas: scholarship support and undergraduate research and internships.

He says, "Research fosters student-faculty interaction, which is the heart of a university — students learning from faculty and faculty learning from students. Targeted giving made it easier for me to write the check and check the boxes that met my goals for giving."

When the time comes to make your annual gift to Furman, consider these areas for your designated support:

- Area of greatest need (most popular designation)
- Scholarships
- Paladin Club (athletic scholarships)
- Undergraduate research/internships
- Study away
- Sustainability
- Performing/fine arts
- Student life
- Service learning
- Furman United, the two-year effort to raise \$800,000

to provide aid to students facing financial challenges due to current economic conditions.

— PHIL HOWARD
Director, Donor Marketing

To learn more about designation options or to give on-line, visit www.myfurmangift.com.

Young Benefactors step up



When 2005 graduates Brian and Jessica Moore Fisher returned to Greenville recently to pursue law careers — Brian with the firm of Womble, Carlyle, Sandridge & Rice and Jessica with Ogletree, Deakins, Nash, Smoak & Stewart — they also sought to reconnect with alma mater.

One of the first avenues they pursued was membership in Young Benefactors, a group of approximately 100 alumni who have graduated within the last 20 years and who make annual gifts at the Presidents Club level and above (\$1,000 or more). The Fishers, who were already donors to Furman, realized that by increasing their annual gift and designating it for the Furman United effort, which supports students whose finances have been affected by the recent economic downturn, they would be able to make an immediate impact for current undergraduates.

Jessica says, "We wanted to make sure that other people have the kinds of opportunities that we had, particularly those students already at Furman who may not be able to stay due to the economic climate."

Brian and Jessica graduated from the University of South Carolina School of Law, where both were members of the *Law Review* and finished in the top 5 percent of their class.

"Brian and I feel that going to Furman was one of the best decisions we ever made," Jessica says. "The relationships we developed at Furman will be life-long. Our Furman education was instrumental in getting both of us where we are today."

Contact john.kemp@furman.edu or call (864) 294-3717 to learn more about the Young Benefactors program.