

# Pacific Lutheran College Bulletin

Published quarterly by Pacific Lutheran College at Tacoma and Parkland, Washington. Entered as second-class matter April 26, 1927, at the postoffice at Tacoma, Washington, under the Act of August 24, 1912.

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VOL. XXII OCTOBER, NOVEMBER, DECEMBER, 1942 No. 3, Part I

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### ROLL CALL

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## PACIFIC LUTHERAN COLLEGE DEVELOPMENT ASSOCIATION

for October 25, 1942

In October of each year, on a designated Sunday, an opportunity is given to the members and friends of the Lutheran churches in the territory served by Pacific Lutheran College to renew their membership in, or to join, the Pacific Lutheran College Development Association. The churches of the Pacific District and part of the Rock Mountain District of the Norwegian Lutheran Church of America, of the Northwestern District of the American Lutheran Church, and of the Columbia Conference of the Augustana Synod take part in this Roll Call.

October 25 is the date set for this Roll Call this year.

On that Sunday special envelopes will be available for those who have not received any previously. The contribution may be placed in the envelope and dropped on the collection plate. It will then be forwarded to the College, and the contributor entered as a member of the Pacific Lutheran College Development Association for one year. He will receive the College bulletins and otherwise be kept in touch with the institution. There is no other obligation. When the year is over he may renew or not as he pleases, when the opportunity is given at the next Roll Call.

## A Living Endowment

The Pacific Lutheran College Development Association is the Colleges "Living endowment."

Most schools and colleges have large "dead" endowment funds. These are sums of money which the schools cannot spend or use, but which are invested in bonds or mortgages, only the interest on which can be used.

Pacific Lutheran College also has such a "dead" endowment fund, given by friends in response to an appeal in 1927. However, it is not large, and the income from it is not large.

But Pacific Lutheran has a better endowment fund, a "living" one. This is the membership of the Development Association.

Instead of clipping coupons and collecting interest from invested money, Pacific Lutheran receives from its "living endowment" annual dividends in the form of gifts from the members of the Development Association.

The more than ten thousand members of this association have been the College's chief wealth. Without their help the College could undoubtedly not

have carried on during the years of the deep depression, and their support and prayers have had much to do with its remarkable growth and success.

"Dead" endowment funds are subject to the uncertainties of all earthly treasures, but a host of living and loyal friends constitutes wealth that is secure in good and evil days.

### **The Annual Roll Call**

Roll Call Sunday is the date on which dividends are received from our "living endowment fund."

If our endowment fund were in the form of stocks and bonds and mortgages we would clip coupons and collect interest. In the case of our "living endowment" the collections are not so simple. We must reach every individual member. To do so personally would be too expensive. So we must depend largely upon the annual Roll Call, hoping that our friends will cooperate again this year. Our "fund" is growing from year to year, and we welcome new members in the Development Association.

### **"At Least A Dollar"**

The very small contribution of "at least a dollar at least once a year" makes it possible for everyone to have a part in this cause. According to ability, many contribute more, and more often. Participation is entirely voluntary, and no obligation is assumed by any contributor.

### **It Is Very Simple**

Put your contribution in one of the special Pacific Lutheran College Development Association envelopes, write your name and address on the outside, drop it on the collection plate in church or mail it directly to Pacific Lutheran College, Parkland, Washington. Then you are a part of the "living endowment" of the College.

### **Two Related Funds**

During the period of the Golden Jubilee Campaign there are two programs operating to secure financial support from friends for Pacific Lutheran College. It is desirable that the supporters of the College understand clearly the nature of both and how they are related.

The Pacific Lutheran College Development Association provides a means whereby friends make small annual contributions which are used chiefly for the operating expenses of the College. This program was started more than a dozen years ago and has provided more than one hundred thousand dollars for running expenses. Without this income it is doubtful whether the College could have continued to operate during the past difficult decade, when the College was growing rapidly, but when other income was decreasing because of the depression. The main effort of this program is the annual Roll Call. This is a permanent program of the College.

The Golden Jubilee Campaign is a program which was launched in the spring of 1942 and will end in October, 1944, and which seeks larger gifts for permanent improvements and for debt retirement.

Friends should keep their membership in the Development Association by contributing the regular membership fee, "at least a dollar at least once a year," and thus help operate the College. They should also at this time give to the Golden Jubilee Campaign according as the Lord puts it into their hearts to give, and thus help to build a Greater Pacific Lutheran College.

## A REPORT OF THE GOLDEN JUBILEE CAMPAIGN

We are happy to make use of the opportunity afforded by this bulletin to report on the progress of the Golden Jubilee Campaign, and to announce plans for carrying it on to success. This campaign is at present confined largely to the churches of the N. L. C. A. in the College territory.

In the spring of 1942 there was inaugurated an effort for Pacific Lutheran College, called the Golden Jubilee Campaign, whose objective it is to secure from friends a Golden Jubilee Fund, to be used for much needed improvements and additions to the buildings and equipment of the College, and to pay off



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C. S. FYNBOE

some of the indebtedness. This effort is to continue until the celebration of the Golden Jubilee of the College in the fall of 1944.

The response to the appeal so far has been most encouraging. Those who have called on people of our churches in the interest of this cause have been cordially received, and generous gifts have been made to the Golden Jubilee Fund.

During the first few months of the effort the pastors and a few lay members of the churches, and members of the College staff, gave freely of their time, devoting from one to four weeks each exclusively to this task. But the time that these friends could give to help in this work was limited by the demands of their regular duties, and not more than one-third of the prospective contributors in our territory could be reached through them. About sixty-six thousand dollars were received, in gifts and pledges, from about twenty-five hundred donors, in this first phase of the campaign, and if enough help had been available to reach all the prospects during this time the whole goal of one hundred and fifty thousand dollars net would undoubtedly have been reached.

That part of the task left to be accomplished after the summer of 1942 has been made the responsibility chiefly of Mr. C. S. Fynbøe and the undersigned, with whatever incidental help we can secure. During these two years before October, 1944, we shall seek, either personally or through helpers, to call on all friends of the College who have not previously made their full gifts to the Golden Jubilee Fund. We shall proceed from community to community and from congregation to congregation, and it is planned that the full time until the Golden Jubilee date will be required to cover the territory. Let those friends who have not yet been approached be assured that their opportunity will come also. Meanwhile, pledges and gifts may be sent direct to Pacific Lutheran College, Parkland, Washington.

A beginning was made in soliciting the alumni and former students of the College, and those reached responded well. The first 280 alumni gifts totalled \$11,721.33, for an average of \$41.80 each. This total is included in the sixty-six thousand dollars mentioned above. There remains the big task of finding and contacting almost two thousand more former students. No separate effort is planned to find the former students of Columbia College and Pacific Lutheran Academy, but it is hoped that they will be reached in the congregational canvass.

Besides gifts from individuals, the societies of the Women's Missionary Federation of the Pacific District have made this effort a special project during these years, and are contributing generously to the Fund, their gifts being intended especially for the proposed new dormitory for girls at the College. All the societies of the Federation throughout the country, about twenty-six hundred in number, will be invited to contribute next year, and other church organizations are sending in gifts.

There is every reason to believe that the modest goal set, which was based on the absolute minimum needs of the College at the time, will be more than reached, and all contributors, both past and future, will have the satisfaction of having had a part in the success of this worthwhile achievement.

Pacific Lutheran College was founded by the sturdy pioneers fifty years ago for the purpose of serving the Church of Our Lord Jesus Christ, and those who have continued to build upon the foundation which they laid so well have been devoted to the same purpose. The Cause is the Lord's. Let us join hands joyfully and with enthusiasm to promote it, with the prayer in our hearts that He may use our gifts and our efforts to build greater and stronger His Church in our midst, for the blessing of our children and children's children.

REV. MIKKEL LONO.