



WABASH COLLEGE

Class Reunion Letter

Alumni and Parent Relations

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Gentlemen, it's that time of year—again—when I come to you begging bowl in hand and ask you to be generous to the College. Since we will be celebrating our 50th reunion on May 31st – June 2nd, 2019, for the next 10 months my messaging will be a touch different than what you may be used to. For that I have three priorities:

1. Every classmate attends.
2. Every classmate contributes something.
3. We raise more support from our class gift than any class before us.

Allow me to unpack these if you will...

First, you should come back just to see how old and fat everyone else has become over 50 years, for if you're like me, you're still on 21 or 22 (if not 17 or 18), even if you depend on your wife to find your car keys and run out of breath tying your shoes. Given what's happened to my memory, I won't remember who you are – so come to the reunion and embarrass me in front of my wife by telling her all the dumb stuff I don't remember doing.

Secondly, over the past year, 45% of alums have given to the College – simply incredible. Most private colleges and universities would be pleased with around 20-25% alumni participation, but not our Wabash – we aim to set the bar much higher. In fact, did you know that if everyone who made a gift in the last 5 years contributes this year that our alumni participation would be closer to 60%? More incredible, for the last two annual Days of Giving held in April, every student on campus has given something – that's 100%! Think for a minute of what you and I were like at their age – pretty impressive, right?! So, if the student body can achieve 100% participation, surely a class

who has benefited from their sheepskins for 50 years can compete with that. You don't have to give a lot – every gift matters. And if you designate it for the Dean Moore Scholarship Fund (DMSF), you'll make yourself immortal and do great things for the College.

You should also know that about 5 cents of every dollar given to the DMSF will support scholarships, and that dollar will grow a point or two above inflation every year – forever. In the same way that others before the class of '69 equally invested in our educational experiences, an investment in the lives of future Wabash men is the best investment you'll ever make – one that changes lives. If you want to know why, come to our class dinner next summer and I'll explain. Of course, if you've just won the lottery and, having bought a big jet, a huge yacht, and houses on the Vineyard and in the South of France and the Caribbean *and* you have a few million you don't know what to do with, don't hesitate to contact President Hess – he can put it all to work.

Lastly, ten years ago, when we set the goal for our class gift for our 50th, we decided on \$5,000,000.00, because that was a few bucks more than any class had given at that point. Last year, the Class of '68 set a new record – a Big Mac and couple of designer lattes less than \$11,000,000.00. I don't know about you, but I love winning, and I want that record. The folks in the Advancement Office tell me we have a good chance of beating the class of 1968 – we can do this! In giving this year, I hope you'll seriously noodle on what Wabash has meant to you and let your giving, in whatever way it is carried out, reflect the value you place on it. And if you want to write a big check but haven't yet won the lottery, do what Paige and I have done – *put Wabash in your will or estate plan*. If you don't have a will, write one – my brother died years ago without one, and a few months ago my attorney was contacted by his brokerage firm, a national bank of dubious reputation, and told, “oopsies,” they'd found another asset. When Paige and I recently completed our estate plan, we were gratified to learn that we could take care of each other and our children and still make a sizeable bequest to her college and Wabash. If a couple of small bore academics like us can do it, you probably can, too.

I'll be in touch again later this fall with more information about ways you can participate in the gift campaign effort – am told we'll have plenty of support and good ideas to ponder. Till then –

WAF!

Dave