

TWO-MINUTE BRAINWASH

“On three? . . . O.K. . . . Hullo? . . . Well! I was wondering when you were going to call. How’s things, George? What’s new?”

“Boy! I left myself wide open for *that*, didn’t I? Alright, what’s new b’sides the ’lumni Fund?”

“Just what I figured – *What?*”

“Whaddaya mean have I thought about giving to the Fund? It sure hasn’t kept me *awake* nights – but I’ve thought about it. I’m sure not gonna *bankrupt* myself just because Tech needs more endowment, but I’ll give *something* – just to get you off my back.

“WHAT? Oh c’mon now. You mean I have to give *and* have the right attitude too? You must have lost your mind, George. It’s not going to be so much money that—

“Why isn’t it? George, there are people after me for money that I haven’t even *earned* yet. There’s a guy from Red Cr— Alright then, ask a silly question, get a silly answer. . . .

“Sure I’m busy . . . Two minutes? O.K. A two-minute brainwash, huh? Synchronize watches. Go!

“I’m with you . . . Endowment is the purpose of the Fund . . . fine . . . my gift will *never* be spent . . . good . . .

“You say Tech can’t get along without ’lumni support? Hold on there George, I think you’re way off base . . .

“Yes, ’lumni *are* the product of the Institute, but—oh, I see. If they don’t support the school, people figure—what? O.K. *Corporations* and *Foundations* and people will figure it’s not worth supporting? Will they really?”

“They assume that the alumni are doing their share ’til they find out other-

wise, huh? So what would happen if we had no ’lumni Fund at all?”

“We could lose a good part of two million five hundred thousand bucks annually? *Every year?* . . . Well, maybe I . . . But wait, George; if Tech gets that much in gifts what’s the reason for a bigger endowment? We must be loaded!

“All that money amounts to only 17% of Tech’s annual expenditures? I’ll bet you’re sneakin’ JPL in there and *that’s* not fair. No? . . . You mean the campus stuff alone costs *\$14 million a year?* Well, how about the endowment income? . . . Only 23% of annual expenditures and going down? How come? . . .

“The big additions to endowment are from bequests . . . that makes sense, but what if no one dies—no one with money, interested in Tech? . . . Oh! That’s the point? And with the cost of education ’way up, endowment income can’t keep pace with increased costs.

“So what you want, my friend, is what you call your ‘live additions’ to endowment—in short—MY GIFT. Simple. Wait a minute though, you’re makin’ me sell *myself* . . . Marge can’t do that, and I’ve never won an argument from *her*, *either*.

“George, you’re a fine man, a real salesman . . . money’s never going to be spent . . . It’ll be workin’ forever . . . Boy! . . . You know what? I’m convinced! Tell you what I’m gonna do . . . I have a bunch of bills this month, but *next* month I’ll put the Endowment Fund at the top of the list . . .

“I know it’s deductible, boy . . . Sure you can count on me. Nothin’s too good for old Tech, I always say. And when I say I’ll give, I mean I’ll . . . *give* . . .”

The Caltech Alumni Endowment Fund Has Begun. Your Alumni Fund Directors Respectfully Suggest That You Do Not Wait For George’s Friend.

GIVE NOW – YOU’LL BE GLAD YOU DID. CALTECH WILL TOO.