

Dollar-A-Day Campaign

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Calabar is in Bad Shape

- Physical plant is in disrepair
 - Classrooms are falling apart
 - Much of the grounds in need of either renovation or improved maintenance
- Students not focused on academics
 - Reflection of the wider society
 - Poor reflection on our heritage

Current Mode Insufficient

- Vast majority of the COBA fundraising geared towards sports
 - Feeding programs
 - Coaching staff “plus ups”
- Continuing (some argue endless) annual campaign to patch things up
 - We just raise enough to maintain or at best reduce the rate of decay
 - Never enough funds to do a major renovation

Centenary is an Opportunity

- 100 years is a significant landmark
 - Major accomplishment
 - Old boys will be nostalgic and hopefully generous
- Other schools have raised significant amounts for special occasions and to revitalize their programs
 - JC has done quite well recently
- Why are we different?

Main Idea

- Alumni pledge to save and donate \$1 US per day to Calabar
 - Affordable amount
 - Simple slogan
 - Can be managed by chapters
- Money split 50-50 between near-term and long-term objective
 - Need to endow long term-objectives and future short-term (maintenance) needs

Logistics

- First...
 - Get 100 old boys to sign up
- Second...
 - Launch broader campaign at champs next year
- Third...
 - Promote for the next two years
- Fourth
 - Intensify campaign between 2012 champs and 12 September 2012