

## More Information

For your reading pleasure I am happy to share with you (on request) the following:

- Scholarship papers that are held in trust by the University of Minnesota Foundation. They recognize the creation and the on-going commitment of The 1<sup>st</sup> St. Gang Geoff Spencer Commemorative Scholarship as an existing scholarship at the University of Minnesota Duluth School of Business and Economics – aka the Labovitz School of Business and Economics.
- A 2003 Holiday Greeting from the School of Business and Economics that supports the continuous mention, from day one of our contribution, of the 1<sup>st</sup> St. Gang.
- A picture of the new Labovitz School of Business and Economics which houses our seminar room named “1<sup>st</sup> St. Gang”
- The list of donors who supported the new building, taken from a booklet that was distributed to all attendees at the Grand Opening ceremony. (Note the very first listing is the 1<sup>st</sup> St. Gang.)

Past recipients of the 1<sup>st</sup> St. Gang scholarship are:

2003 – *Blake Onnka*, MIS, Finance

2004 – *Rebecca Carlson*, Finance  
and Organization Management

2005 – *Katie Goldberg*, Marketing

2006 – *Jake Holzem*, Accounting

2007 – *Bryan Catch*, Finance

2008 – *Leo Ohmann*, Marketing

Letters from each of them, thanking the 1<sup>st</sup> St. Gang, are testimonials to the gratitude of the recipients and also tributes to those whose donations made their scholarships possible.

**Thank you, all of you.** Whether or not you have made contributions to our fund, you are all remembered for being a part of an organization that continues its presence on the UMD campus 40 years later. Wow! Please, send your check today while it is “top of mind.” All contributors will receive a receipt for tax purposes (all donations are tax deductible), a thank-you card from LBSE, recognition in the UMD Annual Report, as well as annual reminders from the University for continued pledging. If you prefer to use a credit card, please contact Lawrence Johnson at (866) 311-1157, or email at [lpjohnso@d.umn.edu](mailto:lpjohnso@d.umn.edu)

Also, the UMD Homepage website [www.d.umn.edu/unirel/homepage](http://www.d.umn.edu/unirel/homepage) hosts information in story format about past and present organizations and school events.

During February, this website will host an article on 1<sup>st</sup> St. Gang, recognizing its contribution to the newest building on campus and its scholarship. Please . . . stay tuned!!

By the way, contributions can be mailed to: UMD Scholarship Fund  
Attn: Lawrence P. Johnson  
219B LSBE 1318 Kirby Drive  
Duluth, MN 55812.

Checks should be made payable to the University Foundation and referenced with Fund #6522.

## 1st St. Gang NEWS

### Bob Hofstrom

I read an interesting article, a while back, which addressed various marketing strategies aimed at keeping the products of the advertisers on the top of consumers’ minds. The article discussed ideas which began as strategies for advertising specific brands, but evolved into strategies for raising funds for organizations dedicated to charitable giving. The purpose of the article was to make readers aware of the fact that fundraising campaigns are not always glamorous, easy, or fun. This got me wondering . . .



## Why Are Good Causes Not Always Top-of-Mind?

. . . about the 1<sup>st</sup> St. Gang "Geoff Spencer" Commemorative Scholarship Fund. Of course, the idea behind starting the Fund was to honor Geoff, and to mark his passing in the memories of all who knew him. The willingness of so many people to contribute to the start of the Fund resulted in contributions of \$16,900—far exceeding a seemingly lofty goal of \$10,000. Now, after six years of the Fund's existence, and after payouts to six scholarship recipients, earnings on the principal balance of the Fund (combined with additional contributions) leave the fund with a balance of \$43,932. Even though it was established as an endowment fund that would forever exist because of higher earnings than annual payouts, a \$1,000 scholarship no longer seemed adequate. But how could we make it more meaningful, more substantial, and perhaps more frequent? That started me wondering about raising additional funds, and I began asking myself why good causes are not always top-of-the-mind. This "letter" grew out of that thought process.

The article I was reading stated that "regular consumers of products like Coke are not likely to forget the name of the product. On the other hand, we don't buy a new car every day and that is why Chevrolet, Ford and other brands advertise constantly so that when we finally are in the market for a new car they'll have top-of-the-mind presence in our brains."

This top-of-the-mind presence became the theme of the article, and it led me to realize that while it may be that our desire to grow the fund isn't feasible, I think it is *more* likely that too few people were made aware of it to begin with, and those that were made aware, are not continuing to support it with additional contributions. And that is a shame.

It's a common problem for all fund raisers, for sure. People give their hard-earned dollars to support an initiative at a school, a church, a neighborhood organization, or a cultural institution. At the time, the idea makes sense and those who contribute have done their homework, and are comfortable knowing where their dollars are going. But that is the last they hear about it. Dollars are scarce, especially in today's economy, and many other needs compete for these dollars. However, if we know a program we have supported is succeeding, most of us would consider additional support.

### Fundraising Time

In answer to the questions raised in the opening paragraph of this newsletter, please help to raise the scholarship fund balance to our new goal of \$100,000, or more! If we can push our contributions over the \$100,000 mark, we will become one of the largest scholarship fund within the Labovitz School of Business and Economics. Almost 40 years ago the 1<sup>st</sup> St. Gang grew to become the largest school-recognized social organization on the UMD campus. It dominated intramural sports, held the best and largest parties, attracted an incredible array of talented and friendly

people, and it became a legend in its own right. Now, during its 40th anniversary year, we need your help toward making our fund grow so more students can achieve their academic goals and begin their careers.

### Naming Rights

For those who have not heard, the Grand Opening of the Labovitz School of Business and Economics was held on September 19th of this year. Long before construction began, the University solicited alumni, school organizations, community groups, businesses, and individuals for contributions to help fund the cost of this new "green" building. The 1<sup>st</sup> St. Gang was approached for contributions, and we eventually committed to a \$25,000 donation. This "substantial" donation earned the 1<sup>st</sup> St. Gang "naming rights" to a room in the new building—a seminar room! Spelled-out, above the entrance to the room—the very first room you see upon entering the building is 1<sup>st</sup> St. Gang. Eleven of us attended the opening ceremonies that day, and participated in tours, greetings, introductions, speeches and an afternoon lunch. The 1<sup>st</sup> St. Gang was mentioned throughout the day as a long-standing, respected group of UMD alumni.