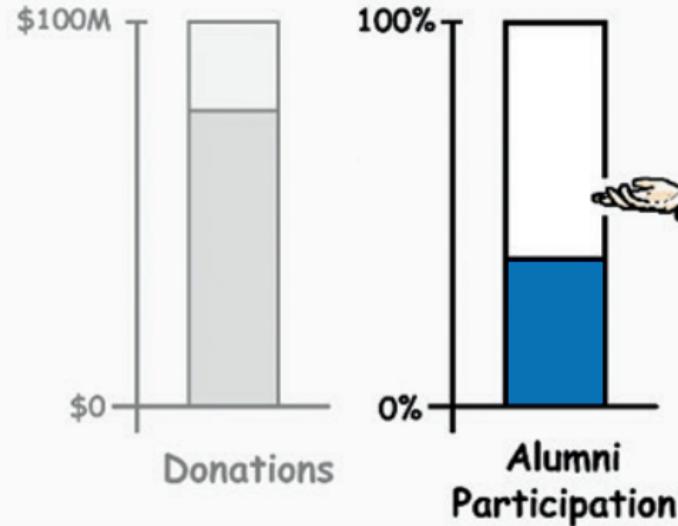


The LifeReady Campaign



TMB



Last year, one donor gave \$350 million to Harvard. Can you **IMAGINE?!**

That one donor could have blown the top off of the DONATIONS side of our LifeReady Campaign all by himself!

But what he **COULDN'T** have done is budge our ALUMNI PARTICIPATION rate one iota. Only we alumni can do that.

You see, we're ALL in this participation column - either "In the Blue" or in the white.

The more of us who are "In the Blue," the taller Berry stands in the eyes of many who can make big donations - and in annual college

rankings. That's why being "In the Blue" every year matters. It's a universal vote of confidence.

And here's the **COOL** part! When it comes to being "In the Blue," a \$1 gift counts as much as \$350 million! That's right! A \$1 gift elevates Berry's alumni participation rate just as much as a **HUGE** gift!

If you're like me, you're proud of Berry. So show your pride! It's easy at Berry.edu/Gift. And don't forget! Small gifts add up **BIG** for Berry students.

THANK YOU for being "In the Blue!"

by **T. MACK BROWN (82C)**
Campus Carrier cartoonist, 1979-1982
Vice President, Financial Support,
Berry Alumni Association