

# MSC Development holds seminar

by Shawn Behlen  
Battalion Reporter  
Fund raising is a necessary but difficult job for any successful organization, the director of fund raising for Memorial Student Center Development says.  
To help MSC sponsored programs with this task, MSC Development conducted the first of three scheduled workshops in Rudder Tower Wednesday.


Director Becky Noah said MSC Development was trying to act as a go-between for MSC programs and possible donors. Development was founded four years ago when several MSC programs began fund raising projects without any coordination between the individual groups.  
Noah said the types of projects Development could help with are foundation grants, programs for

annual donors, and special fund raising events such as program dinners, direct mailouts, and marketing of products unique to the program.  
She said that before any of these projects could work, though, the correct approach in contacting prospective donors must be taken. This contact is an area the workshops are designed to help refine. Wednesday's workshop stressed that a simple, direct approach is usually the best.

"Relating the donor to the program is one of the most successful things anyone can do when asking for funds," Noah said. Also, the uniqueness of each program and how it benefits the possible donor should be explained, she said.  
Noah said the workshops were being held because of the tremendous growth of fund raising activities in MSC programs.

"The number of MSC programs with fund raising projects has now risen to ten and the total funds raised is now in the \$200,000 to \$300,000 range," she said.  
The second workshop will be Sept. 21 and will deal with personal and telephone contacts. A third workshop on Sept. 28 will deal with follow-up procedures after the initial contact.

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## Spokesman says Begin to resign

United Press International  
TEL AVIV — Prime Minister Menachem Begin's health is improving and he intends to hand in his letter of resignation later this week, his spokesman said Wednesday.

Uri Porat said Begin has been working out a small sitting room on the second floor of his official residence in Jerusalem, receiving reports and handling emergencies.

But his weeklong seclusion continued to raise questions about his health and ability to function as Israel's leader.

The Jerusalem Post said Begin, 70, "feels physically incapable of presenting his formal resignation to the president at this time."

Although he is under no legal obligation to hand deliver the letter, Begin believes anything less than a personal meeting with President Chaim Herzog "would lack dignity," the newspaper said.

Begin's spokesman said the prime minister "is doing well and is feeling better. He won't go to the president today but presumably tomorrow or Friday."

Begin's director-general, Matityahu Shmuelevitch, said Monday the prime minister had a bad cold, which Porat denied the next day.

Political figures who met with Begin recently were quoted today as saying his condition has taken a turn for the worse in the last two weeks.

"He is not the same Begin we knew," the Ma'ariv newspaper quoted one of them as saying.

Begin, appearing increasingly gaunt and drawn since the death of his wife Aliza, attended neither Jewish New Year synagogue services last week nor Sunday's Cabinet meeting.

Former Defense Minister Ariel Sharon, meanwhile, said Israel should not permit the massacre of refugees he said was occurring at Deir el Kamar in south Lebanon. "We ourselves, victims of so many massacres in the past, cannot turn our backs or close our eyes when we see the terrible massacre going on now in Lebanon," he told Israel Radio.



staff photo by Guy Chandler

### Stretching post

Diane Cooper, a freshman business major from Houston, stretches out before her daily workout on the aerobic track near Kyle Field.

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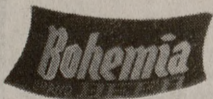
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