

SPONSORED BY YOU: DUNCAN (DOESN'T DO) DONUTS

BY LAURA SIEGEL '98

There was a time when current cadets had no idea who the CCA was, so a campaign was launched to teach cadets what is done with member gifts in support of the Corps. Now, throughout the school year, the CCA consistently communicates the mission of support to the new generation on the Quad. This campaign is leading cadets to see the incredible value of the Boot Loan Program and makes it clear that the CCA sponsors most major events and programs year-round. This is crucial because as cadets enjoy free CCA memberships now, it is hoped they will choose to support the mission by becoming paid members when they graduate and move away.

One uniquely successful part of the campaign is Duncan (Doesn't Do) Donuts, a giveaway that takes place on the Quad and includes a free, de-

licious, hot donut and a very popular seasonal sticker (see images). As shown on this issue's front cover, a number of cadets came by the CCA tent on November 7 to get a donut, a sticker, and visit with Cadet Liaison Baylee Griffin '21, who orchestrates all of the Quad giveaways.

"I put together about eight 'donut days' a year," says Griffin. "We are interacting with cadets throughout the school year so they can see how our mission is focused on their experience. With every encounter a cadet has with the CCA on a 'donut day', the cadet's awareness of our mission increases," she says. "I give away 300 donuts each donut day, and during finals I distribute probably 100 scantrons and pencils per day. On the hot snow cone

day in August, we give away nearly 300 snow cones."

Griffin adds that the cadets she meets are quick to express their appreciation for the giveaways as well as the other major events and programs the CCA sponsors. "Even better, these cadets will graduate with the important understanding that the members of CCA are contributing in substantial ways to the experience of every cadet on the Quad and want to join in the effort," explains Griffin.

If you are interested in sponsoring Duncan (Doesn't Do) Donuts, call Baylee at (979) 221-1998.



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