

Perkins Observatory  
P. O. Box 449  
Delaware, Ohio 43015

Ohio Wesleyan  
University



Serving central Ohio  
since 1923

(740) 363-1257

## Perkins Observatory Adoption Program

Perkins Observatory is in the midst of a \$2.5 million endowment campaign. Hiram Perkins saved his entire life to build the Observatory so that it could be available to all of us for the last 85 years. The Adoption Campaign reaffirms that commitment. All adoptions will support the endowment so that we can continue our public programs for another 85 years.

Gifts can be directed to the Perkins Endowment Fund, or donors may participate in any of the following adoption programs for which they will be recognized within the Perkins Observatory facility.

### **Adopt a Light Bulb (\$350)**

The lamps we use in our computer projection system really do cost this much, and we must replace them about once a year. Your donation will be recognized on a plaque in the Observatory's main lecture room, where the projector is located.

### **Adopt a Computer (\$200)**

Participants at our public programs seem to enjoy using the computers in our library and kid space. Most of them are cast-off equipment and require constant care. Help us to buy replacement parts and new software. In recognition of your gift, we will identify one of the computers with the name of your choice.

### **Adopt a School (\$250)**

Perkins hosts over 150 special programs every year for school classes, clubs, and other organizations, but many groups cannot afford the program fee. Your donation will allow us to waive the fee for one of those groups. You pick the school, or we can do it for you.

### **Adopt a Star -- Two Thousand Points of Light (\$200)**

We can't really name a star after you. That job belongs to the International Astronomical Union, and they use numbers, not names. Instead, we have installed a large star map on the wall opposite our exhibit space. We will attach your name (or whomever you choose) to the brightest star available at the time of your donation. It's just our way of saying that you're a star for helping to insure the survival of the Observatory's public activities.

### **Adopt A Brick (\$100)**

This project has been going on for some time. We're adding bricks in conspicuous places around the Observatory. We'll put any name or message you like (subject to our interpretation of good taste and available space) on an individual brick for \$100. Please call us at (740) 363-1257 for the special order form.

### **Adopt a Tree (\$50)**

The observatory sits on 16 acres, most of it wooded. The problem is that many of these trees are getting old and we'd like to plant some more. This is your chance to help us with this project. If you like, we'll help you pick out a real tree on our grounds to claim for yourself (though we get to keep the tree).

### **Adopt a Fact (\$40)**

Is there something you've always wanted to know about astronomy? Tom Burns, Observatory Director and Columbus Dispatch Astronomy columnist, will respond to your question in writing. And who knows? Tom is always looking for ideas for his weekly astronomy column. If he uses your idea, he will identify you as the source in the column.

### **Adopt a Poster (\$30)**

The many posters on the wall at Perkins need to be dry-mounted and attached to the wall. Help support the programs we put on for the public by sponsoring one of them.

### **Adopt a Suggestion (\$20)**

If you've taken our tour, you've probably heard our suggestion policy. If not, we'd like you to submit your suggestion on the back of a \$20 bill and leave it in the donation box. For you, we'll let you put your name and idea on a separate piece of paper.

(over please)

## Adopt a Critter

We're not a zoo, but we do have our own collection of fauna and flora in and around the observatory. In recognition of your gift, you will receive a very nice certificate and our undying thanks. Feel free to select from the following:.

### Adopt a Deer (\$100)

We can't promise you'll ever see one, but we do have some deer that live on or near our grounds. A one year membership in Friends of Perkins comes with your adoption.

### Adopt a Toad (\$50)

Toads are very important members of our Garden Club and the recent addition of our first "toad house" is our way of showing our appreciation for their hard work eating all those bugs and slugs, yum!

### Adopt a Buzzard (\$35)

Perkins observatory is blessed each spring with the return of a large group of buzzards (turkey vultures if you want the literal truth). If you come around sunset in spring or summer, you'll see them flying above our front lawn.

### Adopt a Bat (\$30)

We are grateful for the many bats who make our woods their home and help keep down the insect population. Come to one of our late-summer programs and watch them dive-bomb the telescopes set up on the front lawn.

### Adopt a Gopher (\$30)

They're around here too, as evidenced by the occasional gopher hole. Your donation will help us to fill in the holes near the telescopes set up on the front lawn.

### Adopt a Plant (\$25)

Gary McCool, our Building Superintendent, and the volunteers in our Garden Club work very hard to keep the grounds beautiful. Donate, and then come in the spring or summer and see the results of their (and your) handiwork.

### Adopt a Wasp (\$20)

What the heck, they're hard to love, but they're here. If you want to adopt one, who are we to argue?

## You Pick It (We Price It)

We'd be happy to talk with you about adopting anything at the Observatory -- from a telephone to the as-yet unnamed library, lecture room, parking space, display in our exhibit space, etc.

## Adopt an Observatory Director (\$250,000)

If you or your organization wishes to make a more substantial donation than those listed above, you may participate in our on-going campaign to increase the size of the Perkins Observatory Endowment Fund.. Opportunities are available to create an endowed directorship for the Observatory, name the Observatory's domed telescope room, and many others. For more information, please call Tom Burns at (740) 363-1257.

**Instructions:** In the form below, the name and address are those of the person making the contribution. "Honoree" line is the name of the person or organization to be recognized by your gift (if any, for example, if you wish to name a star after someone).

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Yes, I would like to participate in the following adoption program(s):

Program:	Amount enclosed:	Mail to
1. _____	\$ _____	Perkins Observatory
2. _____	\$ _____	P. O. Box 449
3. _____	\$ _____	Delaware, OH 43015

Total : \$ \_\_\_\_\_

Please make checks payable  
to Perkins Observatory.

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Honoree \_\_\_\_\_

Perkins Observatory  
P. O. Box 449  
Delaware, Ohio 43015

(614) 363-1257



Ohio Wesleyan Univer-  
sity  
and  
The Ohio State  
University

To: Audry Carter

From: Tom Burns

Subject: Perkins Adoption Program

Date: November 25, 1997

Here is a draft of the "Perkins Adoption Program," which is meant to supplement the "Two Thousand Points of Light" campaign. Your critical comments will be greatly appreciated.

With your permission, I'd like to send it out as a one-page flyer inside the same mailing as our 1998 program brochure, which is at duplicating right now. It should go out by the first week in December to have the best effect.

A small concern about the tone of the document: I've tried to keep it lighthearted (too lighthearted?). The official endowment language in the first two paragraphs sounds a bit formal by comparison.

Two categories that didn't go in the flyer, but could, if you think they're useful (We'll have to drop other adoption ideas to keep the flyer to two pages.):

**Adopt a School (\$250)**

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Other rejected ideas:

**Adopt a Mouse (\$10)**

Adopt it before the cat does.

**Adopt a Stink Bug (\$5)**

Send us five bucks, and we'll try not to step on one of them.

Thanks for all your help!