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\$37,000 in Pledges for Kettering Challenge

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DAYTON, Ohio, March 18, 1969 --- The University of Dayton realized \$37,000 in pledges to its Kettering Challenge during the six-week period in which 78 volunteer UD students conducted a telethon for the Challenge program. The telethon, which began late in January, was directed to some 4,000 local alumni who had not given or pledged to the special alumni drive.

The student telethon was a project of Student Government. Chris Kerns, President of SG, suggested the program and Alan Shatteen, Vice President for Public Relations; Joe Caruso, public relations director for Student Congress, and Connie Welsh, a junior, coordinated the six-week effort. Prominent organizations in the telethon, besides SG, were Kappa Chi and Theta Sigma Psi, social-service sororities; Class of 1970, and Omega Phi, men's fraternity.

According to Bro. Elmer C. Lackner, S.M., Vice President for Public Relations, the Challenge program, coming as a result of a \$1,000,000 alumni challenge gift from Mr. and Mrs. Eugene Kettering of Dayton in January, 1968, has reached \$840,000 in pledges and gifts. The drive still has two years to run.

Bro. Lackner revealed that the 78 volunteers spent 19 evenings and 15¹/₄ telephone hours, attempting 3,250 calls and completing 1,644. The Development Records Office will conduct a mail followup to 935 alumni as a second phase of the telethon. "It is our experience," says Bro. Lackner, "that it will be two to three months before we can determine the complete results of this gesture on the part of our students."

"Just as important," continued Bro. Lackner, "was the direct contact our students made with alumni during this telethon. We feel that the beginning of a dialogue developed between students and alumni during the six-week period."

Caruso agrees with Bro. Lackner. "Telephone conversations with alumni proved very interesting to students," says Caruso. "I think a student/alumni dialogue program should be developed for the regular school year. It could be done through the telephone or through personal visits on campus.

"I found my experience with some alumni stimulating," he concluded. "We were able to develop an understanding as we talked about the University, its students and its programs."

A similar telethon conducted by alumni to alumni in February and March of 1968 realized more than \$75,000.