1-27-1982

UD Alumni Giving Sets School Records

Follow this and additional works at: https://ecommons.udayton.edu/news_rls

Recommended Citation
https://ecommons.udayton.edu/news_rls/4220

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact fricel@udayton.edu, mschlangen1@udayton.edu.
UD ALUMNI GIVING
SETS SCHOOL RECORDS

DAYTON, Ohio, January 27, 1982 -- A 57 per cent increase in the number of alumni donors and a 35 per cent increase in dollars contributed set two records for the 1981 University of Dayton Alumni Annual Support Program.

The number of donors increased from 3,760 in 1980 to 5,919 in 1981, an increase of 2,159 alumni givers. The percentage of alumni participation, often used as a gauge by corporations and foundations in their gift decisions, jumped from 11.3 per cent in 1980 to 16.7 per cent in 1981. Alumni contributed $519,929 in 1981, compared to $384,716 in 1980.

"This record increase in alumni donors should move UD from the bottom rung of participation among Catholic universities to the middle of the pack," said Richard Kleckner, director of Development. "Our 1982 goal is to move UD into the top tier of alumni participation. Our target is 20 per cent participation. So we want to add at least 1,500 donors for a 1982 total of 7,400."

Kleckner attributed the 1981 records to a number of refinements in the conduct of the Annual Support Program. "Direct mail appeals were segmented into 'markets' based upon whether the alumnus was a prior donor, a recent graduate, or non-donor. We also expanded the number of class agents -- volunteers who write to classmates and urge their participation."

-more-
Another significant impetus, Kleckner noted, was the phonathon program. Phonathons were held in six key cities: Dayton, Cleveland, Cincinnati, Columbus, Chicago, and Washington, D.C. "More than 200 volunteers placed 7,636 calls and obtained 3,071 pledges of support." Although figures are still incomplete, the effort produced 1,531 gifts of which 1,207 were from first-time givers. In 1982, 12 more cities are being added to the phonathon program.

"Alumni giving," said Thomas Montiegel, vice president for Development and Alumni Relations, "is the keystone of a successful and substantial development program."