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# *The University of Dayton*

# *News Release*

## UD ALUMNI GIVING PROGRAM SETS MID-YEAR RECORD

DAYTON, OHIO, August 31, 1982 -- A new record has been set by the University of Dayton alumni in donations to the University's Annual Support Program. Halfway through calendar year 1982, the alumni response to the annual appeal reflects solid gains over the previous year, \$171,619 from 3,369 donors versus \$137,026 from 2,306 donors at the end of June 1981. The percentage of alumni participation stands at 9.1 per cent versus 6.3 per cent last year.

The Annual Support Program represents ongoing financial support of the University by UD alumni, parents, and friends. Money raised is applied to developing and strengthening academic programs, fighting inflationary pressures on already lean budgets, and meeting new University needs.

Richard C. Kleckner, director of development for UD says "the 1982 Annual Support Program goal is participation by 20 per cent of UD alumni. We are confident that we will either reach or surpass our expectations." Consequently the University has scheduled 18 phonathons between now and the end of the year to assist the development efforts. Kleckner believes the increased dollars raised during these economically difficult times can be attributed to two factors. UD is more aggressively seeking financial contributions from its alumni through gift club and class challenge programs, and this year the trustees of the University are offering a challenge to match the support of those alumni, parents, and friends of UD who make new or increased gifts.

The University of Dayton is the ninth largest Catholic University in the United States and the largest of Ohio's independent colleges and universities.