

11-16-1982

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## Recommended Citation

"Alumni Support of UD Setting School Record" (1982). *News Releases*. 4317.  
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# *The University of Dayton*

# *News Release*

## ALUMNI SUPPORT OF UD SETTING SCHOOL RECORD

DAYTON, Ohio, November 16, 1982 -- In 1981, more alumni gave more money to the University of Dayton's Annual Support Program than ever before. "This year," according to Thomas T. Montiegel, vice president for development and alumni relations, "our alumni are giving at a rate that will smash the records they set last year."

The 5,919 alumni donors in 1981 was an increase of 35 per cent. Alumni participation in the Annual Support Program rose from 11.3 per cent in 1980 to 16.7 per cent in 1981. All these records seem certain to fall when the 1982 Annual Support Program concludes December 31, 1982.

At the end of October, with two months of giving left, 5,629 alumni (15.2 per cent) had contributed \$338,053. At the end of October 1981, 4,084 (11.5 per cent) had given \$243,023.

Montiegel attributes the record-setting pace to two sets of actions. "First, our alumni volunteers have enabled us to triple the number of cities in which we conduct phonathons. In this, our second year of doing the phonathons, 455 volunteers placed 10,000 phone calls and reached over 7,000 alumni. The effect of this personal contact is tremendous. Almost two-thirds of those contacted have made pledges.

"The second reason for the increased alumni giving lies with the generosity of our trustees who are matching all new gifts or increases in gifts."

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Another dramatic increase in giving was noted when the University closed its fiscal year on June 30. Membership in the University's major gift clubs had increased in one year from 797 to 1,276, an increase of 60 per cent. Gift club levels range from Sustaining Sponsors (who contribute \$100 annually and pledge to do so for three years) to the President's Club (whose members contribute at least \$10,000 over ten years or make various deferred gifts).