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# Alumni Giving Sets Record

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# *The University of Dayton*

## *News Release*

### ALUMNI GIVING SETS RECORD

DAYTON, Ohio, February 4, 1985 -- University of Dayton alumni have again set records with their \$1 million of gifts to UD's Annual Support Program. "In 1984, for the first time ever," according to Brother Raymond L. Fitz, S.M., president of the University, "more than 10,000 alumni made financial contributions to UD."

The percentage of those giving was 24.5 per cent, another new record, breaking the previous mark of 21.3 per cent. UD alumni have dramatically increased their giving to UD in recent years; the percentage of alumni who gave to the University in 1980 was 11.3 per cent.

In the fiscal year 1982-83, the latest year for which statistics are available on alumni giving to the nation's 25 largest Catholic universities, only six had a giving percentage exceeding 24.5 per cent. The percentage of alumni giving is seen by fund-raising personnel to be of special importance because such a vote of confidence in an institution can help convince non-alumni donors of the worth of a particular institution.

Playing a major role in the success of the 1984 Alumni Annual Support Program was the 1984 Phonathon. Cash pledged during the 1984 Phonathon totalled \$93,665, which represents a 20 per cent increase over the 1983 total.

New Phonathon donors numbered 3,548, up from 2,663. A total of 5,712 people made pledges, up from 4,567 in 1983. Five-hundred-sixty-three callers made over 13,000 calls reaching more than 8,000 alumni.

"Gifts from alumni and other friends," Brother Fitz said, "provide us with the flexibility, the opportunity to create a margin of excellence. Our Alumni Annual Support Program, an integral part of the Campaign for the University of Dayton, plays a major role in giving us that opportunity."

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