

Foundation brings in alumni money

By Aleta Zak
Of the Emerald

When University graduates leave Eugene for careers in other places, they take only their diplomas and fond memories of some of the best times of their lives.

But as far as the University of Oregon Foundation is concerned, graduates never really leave. Their names are tucked into a computer file and stored as contacts for future fund-raising programs.

The foundation, which collects and distributes private donations to the University, keeps tabs on nearly 80,000 alumni, parents, ex-faculty members, and other potential University donors.

In 1982, 12,000 individuals gave \$2.4 million in cash, stocks, real estate, and other property to the University, says Foundation director Russell Picton.

To Picton, this figure represents only the tip of an uncovered iceberg in what the University could be raising in donations.

"The University is a Johnny-come-lately in this whole business of development," Picton says. "The potential for giving is there, but people have not been cultivated in the right way."

"We should have broadened our support base a few years back," agrees Joe Farmer, director of annual giving. "Then we might not be feeling the ef-

fects of the budget cuts so hard right now."

The University has been in the professional fund-raising business since 1957, but specific programs, such as planned and annual giving, only began in the last few years.

Picton says East Coast universities have a deep-seated tradition of donor programs to help support their institutions, and he doesn't see why the University can't establish the same tradition.

Contacting new alumni is one way the foundation has recruited more gift money.

In a "Telefund" telephone campaign last fall, volunteer callers reached more than 2,300 people and raised more than \$45,000. Nearly half of the pledges came from people who had never given money to the University before.

With the help of a new Wang computer, the foundation will try to contact 40,000 alumni during next fall's telefund.

Once alumni agree to donate, the foundation makes it easy for them to give annually or regularly through a variety of gift clubs, trusts, or other funds. The donors become "members" of certain clubs according to the amount they give: \$100 to \$499 for the Century Club, \$500 or more for the Pioneer Club, and \$5,000 to become a

President's Associate.

"The gift clubs allow people to feel a part of the University, and they allow us to suggest levels of giving," Farmer says.

During the past three years, the foundation has increased memberships in all gift clubs and seen a jump in the number of people who donate through wills, trusts and life income funds, says Clifton Cole, director of planned giving. Cole organizes seminars for people interested in learning how their gifts can become tax breaks.

"We're holding one for the Class of '33 this month," Cole says.

The foundation also has tried to reach its wealthier alumni through personal visits and calls from other alumni volunteers. Picton estimates the Foundation's success or failure depends on the 15 percent of the donors who give the major contributions.

"You're always keeping your eye on these people," Picton says. "You invite them to private parties on campus or at faculty members' homes."

"But peer contact is always better. If I talk to a multi-millionaire, he may listen to what I say, but if another multi-millionaire talks to him, that may make the difference."

Foundation officials agree that the potential exists for much more incoming money in the future.

Assembly OKs rules changes

The academic year's last 1983-84 University Assembly meeting, attended by only about 50 people, concluded the year with a vote on changes in the student conduct code.

Two of the three proposed changes in the student conduct code passed, and one was referred back for further study. The motion specifying a referee in a conduct case could not revoke a degree passed. A referee is appointed in conduct cases when the student does not want to deal with the student conduct coordinator.

The motion extending the conduct code to cover vacations and the application period also was approved. Student conduct coordinator Vernon Barkhurst said the change was necessary to allow prosecution of students who falsify applications.

The third proposal — which would prevent students who had not completed sanctions levied against them from registering for classes — was referred back to the conduct committee for rewording.

OSPIRG's back in the lobbying business

The comeback of the Oregon Student Public Interest Research Group has allowed the group's University chapter to lobby for two bills, one of which the state House of Representatives is scheduled to vote on today.

The bill in question is HB 2934, the Citizens Utility Board bill, which would form a statewide, voluntarily-funded, citizen-controlled organization to represent consumers in the process that determines utility rates.

The bill also is designed to educate the public on such

topics as energy conservation and the Washington Public Power Supply System nuclear plant defaults. The House Energy and Environment Committee approved the CUB bill May 25 in a 5-4 vote.

OSPIRG held a CUB symposium in January to get input on forming an Oregon board similar to one formed in Wisconsin. The symposium "erupted into the legislative effort," says staff organizer Tanya Holonko.

OSPIRG members and volunteers will be able to lobby for the bill's passage

because campus chapter participation has grown from three members at the beginning of the school year to about 75, says Amy Gredler, local OSPIRG chair.

Carl VanderZanden, group state chair, will dress up as a bear and distribute leaflets to promote the bill, Holonko says.

The group also has been lobbying for passage of the "Lemon Law" bill, HB 2793, which allows consumers to return defective cars to the manufacturer for replacement or refund at purchase price.

The National Center for Automobile Safety received more than 15,000 complaints last year relating to newly purchased "lemons," Gredler says.

The House unanimously approved the bill May 10 after the House Committee on Consumer and Business Affairs unanimously passed it.

OSPIRG is planning to expand its services next year, Gredler says. University students approved a \$39,061 annual group budget, about a \$30,000 increase from this year's \$9,867 budget.

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