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# Telefund proves effective, maximizes UofO donations

By Stan Nelson  
Of the Emerald

With the marked success of prior UO Foundation telefunds, officials hope to surpass last year's mark and increase alumni contacts and contributions, said Ricky Lee Smithrud, assis-

tant director of the annual fundraiser.

The foundation collected more than \$201,000 in contributions from Jan. to June 1986 with the help of 40 hired student callers and University department volunteers. Smithrud said he would like to raise the number of phone solicitors to 100 this fall.

The foundation has found the program to be the most personal and cost-effective way of reaching alumni, Smithrud said. While the cost of mailing may be lower than calling, so are the returns, which average 3 to 4 percent for mail. The return on phone solicitation averages 30 to 35 percent with donor's average contributions being \$50, Smithrud said.

Parents of students enrolled in the University are contacted also, and urged to contribute, he said.

Maintaining contact with alumni is an equally important aspect of the program, he said. "It's an invaluable tool for verifying alumni records," he said. In addition, it's a direct link to the University for alumni who want to know what's happening on campus, he added.

"We want to try to stress it's not just a call for money, but to let (alumni) know what's going on at the University," said Heidi Roy, one of three telefund processing coordinators. Roy said the telefund callers attempt to update the alumni on changes with the alumni's department and give background information about the University in their one- to two-minute call.

The drawback of the program is the actual solicitation of money, Roy said. "It's hard to try to contact a person you have never met before and ask for money," she said.

Often, the alumni will ask if a particular professor is still at the University, Roy said.

Students benefit from the program, too, as they learn valuable telephone skills that will improve listening, talking and persuading skills, Roy said. Roy, a junior who began calling two years ago as a volunteer for the School of Music, said she believes proper telephone relations are an important skill to have in a business setting.

"You don't realize how important it is to smile on the phone," Roy said, noting communication is more difficult without nonverbal feedback.

This year's program kicked off Sept. 23 with a one-day funding request for the Museum of Natural History. Also, it recently completed a four-day funding drive for the School of Law, Oct. 6 through 9. The foundation will call for the College of Business Administration before the start of the University annual fund, Smithrud said.

Four hundred eighty-one law school alumni contributed \$16,805 for a positive response rate of 60 to 65 percent, Smithrud said. The average contribution was \$77.

Contributors may specify where their donations are to be spent or ask that the donation be placed in the President's fund, which is unrestrictive, he said.

Many people are unaware that the University is not a state-supported school, when instead it is a state-assisted school, Smithrud said. The state contributes 32 percent, student fees pays one third and the rest of the University funding comes from other sources, he said.

The foundation hopes to raise an additional \$200,000 or more by the year's end, Smithrud said.

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## Et al.

### MEETINGS

**Men Against Rape** invites all interested people to their first fall meeting, Tuesday, Oct. 14, at 7 p.m. in Room 110 EMU.

### LECTURES

University professor **Juan Eply** will give a talk on the **Latin American New Song movement** on Monday evening, at 7 p.m., at the Latin American Cultural Center, 1236 Kincaid St.

### MISCELLANEOUS

The "**Oregon Achievers**" editors are recruiting writers and staff members for this year's newsletter. Interested students should meet in 211 Oregon Hall today at 12:30.

A workshop entitled "Applying to Architecture School," sponsored by Academic Advising and Student Services, takes place today at 3:30 p.m. in 164 Oregon Hall.

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