

**\$40,500 PLEDGED IN 1988 USI
ALUMNI ASSOCIATION TELEFUND**



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University of Southern Indiana Alumni Association officials are well pleased with the \$40,500 pledged in support of Alumni and University programs during the recent Telefund that achieved a 16 percent increase over 1987 pledging.

Evansville Mayor Frank McDonald Jr., a 1972 USI graduate, kicked off the campaign with a \$50 contribution. John Schutz, a 1982 graduate who is a stockbroker at Hilliard-Lyons in Evansville, was chairman of the fund drive.

The record solicitation was accomplished by 120 alumni, faculty, student, and staff volunteers during eight evenings and one Saturday morning of telephone calls to USI graduates. Individual pledges averaged \$27, up 10 percent over 1987, as 1,499 USI alumni (a 7 percent increase) responded in the campaign. The total included 378 new donors, also an increase over last year.

The annual Telefund provides more than 80 percent of the Alumni Association budget, with proceeds used to support activities, scholarships and grants, capital campaigns, gifts restricted to specific departments and programs, the scholarship endowment, and administrative costs.

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