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## Telefund raises money, alumni awareness

A new and improved telemarketing program has raised more than \$150,000 so far for Oakland University programs.

Julie Vulaj, director of annual giving, had a successful track record with telemarketing while fund raising at Walsh College in Troy and made the decision to reinstate the program at OU when she began working here in October.

"Phone communication is one of the best ways for us to accomplish our annual fund-raising goals and to reestablish past relationships with our donors and friends of OU," she said.

Since the end of November, more than 6,000 individuals have been contacted by telephone and almost 2,500 have made pledges.

The goal is to raise \$175,000. The program is expected to conclude within the next two weeks.

"The Telefund is a good opportunity for Oakland University to connect with alumni and raise funds that are so important to the quality of our programs," said OU President Gary Russi.

Many donors have chosen to designate their gifts to favorite programs. Most say they support a particular program because they graduated from that college or school and want to give back through financial support, or they regularly attend the artistic and cultural programs on campus and want to see them continued, Vulaj said.

"Gifts of all sizes are important to the success of OU programs," Vulaj said. "That is what is stressed to alumni and friends. OU is very fortunate to have generous donors."

An added bonus to calling alumni and friends is the ability to personally tell them about new programs and facilities on campus, talk about recent OU accomplishments and to answer their questions.

"Alumni and friends have appreciated our calls and said they want to hear from OU more often. We are pleased with this reaction, especially in light of all the other telemarketing calls they receive," Vulaj said.

In addition to making pledges, almost 300 donors said they would utilize their companies matching gift programs, which is a simple yet meaningful way for those donors to increase the size of their gift to the university, Vulaj said.

### SUMMARY

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