



Monday, October 20, 2003

OU introduces online giving

Next time Oakland University alumni or friends make a gift to the university, they won't need to write a check or use a stamp. Through the new **Online Giving** Web site, donors can make a secure contribution using a credit or debit card via the Internet.

"As more and more people rely on the Internet for online banking and Web-based purchases, Oakland is demonstrating its willingness to be flexible and creative," says Susan Goepp, vice president of university relations. "Through online giving, we are providing donors with a convenient and easy way to make contributions."

In addition to making contributions through the Online Giving Web site, alumni and friends can pay on pledges and purchase or renew an OU Alumni Association membership. Information about volunteering, the President's Club and planned giving also is available.

"Online giving is just another option for donors to make gifts and stay connected with the university," says Goepp. "Oakland will continue to reach alumni and friends through direct mail and telemarketing campaigns."

Through the new Web site, OU can gather and maintain information about donors, increasing the reliability and accuracy of the Banner database for future fund-raising and newsletter mailings.

While the online giving is convenient for OU alumni and friends, Goepp is encouraging faculty and staff interested in contributing to the university to participate in the All-University Fund Drive (AUFDF) that kicks off Nov. 15. For the fourth year in a row, OU President Gary Russi will match gifts up to \$5,000 with 50 cents on the dollar.

"Through the AUFDF, President Russi's match will enhance the value of gifts to the university," says Goepp. "We'll be sharing more details about this with faculty and staff in the coming weeks."

The **Online Giving** Web site can be accessed by clicking the Give to OU button on the OU home page.

Questions or comments about online giving should be directed to Julie Vulaj, director of annual giving, at (248) 370-3700 or vulaj@oakland.edu.

SUMMARY

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