

# How to Raise \$1,000,000

At the annual meeting of the Caltech Alumni Association, held in Los Angeles on June 8, Frank Bumb '51, retiring president of the Alumni Association, and chairman of the Alumni Steering Committee for the Caltech Development Program, announced that the alumni phase of the Development Program had just passed its goal of \$1,000,000.

"Enthusiastic response was received to a last minute letter," he said, "indicating that less than \$9,000 remained to reach the \$1,000,000 alumni goal. A shower of good wishes, pledges, and additional contributions — more than enough to reach and exceed the goal — were received. More than \$1,005,400 has now been recorded from 3,575 alumni.

"For the past 28 months Caltech alumni everywhere have looked forward to the day when just such an announcement would be made. Those who had a part in this remarkable achievement should be justly proud of their combined accomplishment."

## *The campaign gets underway*

When their \$1,000,000 goal was first established, at the start of the Institute's \$16,000,000 Development Campaign, the alumni set up a steering committee, headed by Simon Ramo, PhD '36, executive vice president of Thompson Ramo Wooldridge, Inc. Officers of the Alumni Association served as Dr. Ramo's committee, and this group was responsible for the overall planning of the alumni campaign.

A full-time staff was also necessary to carry out the plans of the Steering Committee, and to help stimulate and advise regional committeemen and prospective donors.

A geographical breakdown of Caltech alumni revealed that there were 33 groups of alumni throughout the United States, each containing at least 30 men. These were called divisions. Chairmen were enlisted for each division, and each chairman formed his own steering committee, with one member of each committee responsible for a particular phase of the program.

The advance gift phase was one of the most important in the program, and division chairmen and the committee responsible for the recruitment of workers began calling on alumni to help solicit those

alumni who might be able to make larger than average gifts.

By early October, 1958, the advance gift phase had recorded \$132,000 from 130 alumni — more than \$1,000 per contribution.

On October 7, the general solicitation was launched with a conference telephone call to 400 alumni campaign workers in the 33 division areas across the country. In the month of October alone, the totals increased by \$84,000 and 310 donors. By the end of 1958 the grand totals were \$475,000 received from 1,238 donors. With the program officially only three months old, almost half the money had been pledged.

By commencement of 1959 the major part of the personal solicitations were completed, and 2,792 alumni had contributed \$810,000.

In the months that followed these figures grew more slowly, but then many alumni, whose original gifts had been in the form of cash, began to give a second or even a third time. So, by the end of 1959 only \$40,000 was needed to reach the goal. By April 1960 the gap was only \$9,000, and it was decided to send one final letter to all alumni, to let them know where things stood. More than 125 men responded with \$14,000 in contributions.

## *An impressive performance*

The Caltech alumni goal is impressive on a number of counts. Almost 47 percent of the alumni contributed. As alumni participation goes, in fund-raising campaigns, this is unusually high. A comparison with Carnegie Tech, for example, shows that — at the end of a 22-month period — Carnegie had an alumni participation percentage of 30; at a comparable point in the Caltech campaign the alumni participation was 45.7 percent.

The average gift from Caltech alumni is \$280. This does not include three large gifts of over \$100,000. Early in the campaign the Alumni Steering Committee agreed that gifts of \$100,000 or more would not be counted toward the \$1,000,000 goal until the end of the drive.

Now, then, is the time to count these gifts. They amount to \$1,300,000. This means that Caltech alumni throughout the world have contributed \$2,305,400.