

University of Wisconsin-Eau Claire Foundation Inc.

Telefund '08

Supporting
the Telefund
program
really
makes a
difference!



University of Wisconsin-Eau Claire Foundation Inc.

Telefund '08

Telefund Totals Fiscal Year 2008

Last year, alumni, parents and friends pledged
\$543,005 to Telefund.

After e-mail solicitations, mailings and the pledged money
in the door, Telefund raised a total of \$445,568!

Wow!

Telefund '08

Total Donors

- Last year, 7,794 donors offered a specified amount when they were reached by Telefund callers
- In all 3,022 donors were interested in receiving information, although they did not specify an amount
- In all, 10,816 prospects expressed interest in donating to Telefund

Telefund '08

Pledge Information

- 85 percent of specified pledges were fulfilled for a total of \$445,568
- \$24,761 was received through unspecified pledges
- \$144,839 was secured through matching gifts from employers
- The average pledge made by donors through the Telefund program was \$69.67
- A total of 710 first time donors participated last year with their gifts adding up to \$24,375

Telefund '08

Contact Rate

Calling Sunday through Thursday every week that school was in session, student callers were able to contact more than 80 percent of parents and over 50 percent of all UW-Eau Claire alumni and friends in our database system.