



Top Ten Reasons to Support the Annual Fund

We have all seen the top ten lists; on t-shirts, print materials and on-line. Their usefulness is debatable; however, they do serve as a good means to market quick hitting bulleted factoids in an attention deficit world. These lists can be quite useful, particularly as filler for the dreaded white space that can be glaring during the design stages of annual giving marketing materials. What follows is a “Top Ten Reasons to Support the Annual Fund” template. Fill in your numbers and brag points and you will have a list to call your own. Sample lists can be found at www.annualfundinc.com.

The Top Ten

- 1) Tuition only covers about (# here) % of the actual cost of educating a (school name) student. The \$ (# here) million that the Annual Fund provides each year is one of the few sources of income bridging the gap between what tuition provides and the total operating budget. Generous alumni support strengthens the (school name) experience for all students.
- 2) Over (# here) % of all students will receive some type of financial aid this year. The (school name) is responding to the continued need for assistance by families, and to make (school name) as competitive as possible in recruiting the most academically qualified students regardless of their financial circumstances.
- 3) To enable (school name) to retain and attract outstanding faculty who are the best within their chosen profession.

4) Alumni giving rates serve as the measure by which corporations and foundations rate alumni involvement. This is a major consideration for these groups when making major gifts to colleges and universities.

5) College guidebooks such as U.S. News and World Report, Barrons, and Fiske use alumni giving participation rates as the sole criterion to rate alumni satisfaction when completing overall institutional quality ratings. To move up (or maintain our place) in the rankings, and thus attract quality students, we must increase our alumni participation rate.

6) The rankings noted in #5 above also serve to increase the value of a degree from (school name) and hence your degree.

7) Some of the areas that depend on support from annual gifts are: innovative academic programs, student scholarships, faculty teaching and research, campus technology, and much more.

8) Because annual giving makes a substantial impact. Consider, it would take an additional \$(# here) million in the endowment, or an additional tuition charge of \$(# here) per student, to support what Annual Fund gifts provide each year.

9) To reaffirm your commitment to (school name) and its mission.

10) Because one student, educated at (school name), can positively impact the lives of thousands. **AFI**