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Alumni giving down by 15%

Overall private giving drops 23%

By: [Julia Love](#)

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Last update: 4/20/09 at 5:43 AM EST

In a volatile economic climate, Alumni Weekend is more than a time for former Duke students to relive their college pasts-it is a chance for the University to raise funds to brighten its present and future financial outlook.

Gifts from alumni have dropped 15 percent from last financial year but have weathered the financial crisis better than the University's overall private donation total, which is down 23 percent so far, said Peter Vaughn, executive director of Alumni and Development Communications. The alumni participation level has fallen 7 percent this year, and the Office of Alumni Affairs and Development Communications has also received fewer major gifts from former students this year, he noted.

Contributions from alumni typically comprise about 15 to 20 percent of Duke's private donation total, and an even greater proportion of gifts made to the University are influenced by former students, Vaughn said. Alumni Affairs and Development Communications has concluded that it will probably not reach its goals for alumni giving this year, but it has not given up the fight.

"I think it's fair to say that all gifts are particularly important this year, because of the losses to the endowment," Vaughn said. "This is not to say that we don't understand that a number of people are in difficult straits. We understand that, but the job of the Development Office is to ask for support for Duke. There's been no adjustments to the benchmarks-we set those before the year started. We are all pretty much in agreement that we're not going to make them this year, but that doesn't mean we're not going to try."

Alumni Affairs and Development Communications has not adapted its tactics for soliciting donations to cope with the financial crisis, Vaughn said.

But juniors EB Kuhn and Alison Norris-supervisors of the Duke Annual Fund's Phonathon, a group of students that appeals to alumni and parents of current Dukies for small and mid-range gifts-said they have adopted a more aggressive approach to work with reluctant donors. They added that the group is now rewarding its most successful callers with raises and candy to keep its totals afloat in the recession.

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the wanderer

posted 4/20/09 @ 8:18 AM EST

I have sent in my \$0.88, and am waiting for significant reform at Duke before increasing that amount to former levels.

IMO, too much wealth at Duke has contributed to an arrogance that is part of today's problem. ([Continued...](#))

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Fact Checker

posted 4/20/09 @ 8:46 AM EST

I am baffled by what this sentence means, quoting a P-R man and not a primary source:

"There's been no adjustments to the benchmarks-we set those before the year started. ([Continued...](#))

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Get rid of Brodhead, Steel

posted 4/20/09 @ 9:28 AM EST

and some of the humanities faculty and you'd see an increase in giving. Very few want to positively reinforce Duke now, especially in the current economic climate. ([Continued...](#))

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you wish will come true

posted 4/20/09 @ 9:46 AM EST

Your wish on steel is about to come true!!!! Term limits will require his retirement on June 30th, hopefully before

he does for Duke what he did for Wachovia!

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Loyal Dukie

posted 4/20/09 @ 12:47 PM EST

The Alumni giving is down because the Development folks always only focus on gifts from Wall Streets, lawyers and other financial industry folks. Those people are never going to give like they used to. ([Continued...](#))

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Duke '72

posted 4/20/09 @ 2:51 PM EST

I will accept nothing less than the removal of Brodhead and Steel.

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Keep Brodhead

posted 4/20/09 @ 8:34 PM EST

To those who want to remove Brodhead--You are looking for a scapegoat instead of giving serious thought to the culprits, Mangum and Nifong. You are the kind of idiots who form opinions without forethought and stick to them beyond all reason. ([Continued...](#))

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NO, no, no, NO, NOOOO!

posted 4/21/09 @ 4:41 AM EST

The real culprit was Burness who worked with Holloway to constantly undermine justice at Duke and in Durham, but Burness was underneath Brodhead, so Brodhead shares the blame. ([Continued...](#))

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WRONG!

posted 4/21/09 @ 4:43 AM EST

IT WAS THE GROUP OF 88 WHO ISSUED THE LISTENING ADVERTISEMENT AND A BUNCH OF THEM ALSO WROTE INDIVIDUAL ARTICLES AND SOME OF THEM ALSO TOOK OUT THEIR GRUDGES IN CLASSROOMS. ([Continued...](#))

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