

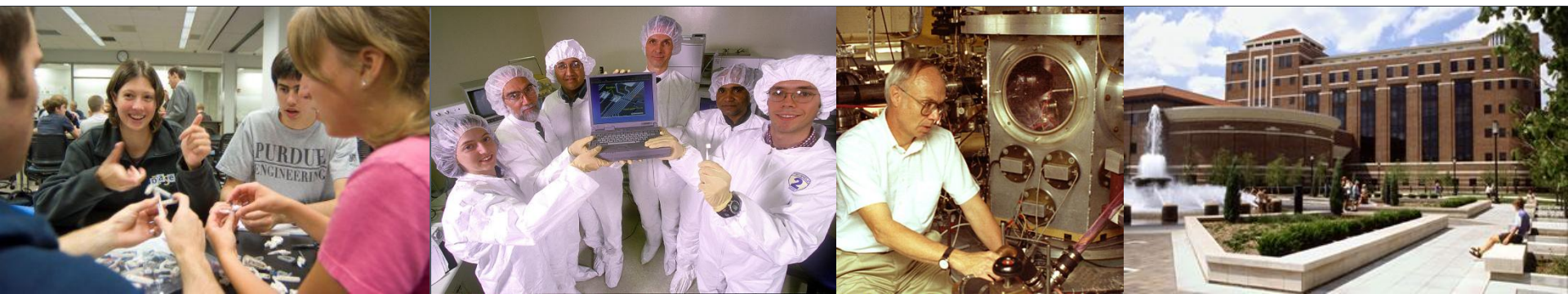
# PURDUE

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## UNIVERSITY

## Giving back to Purdue

By Nick Brammann



# Exploring Alumni Support

- Why is my gift so greatly needed?
- How can I go about giving?
- How will my gift really make a difference?



# Why is my gift so greatly needed?

- Only 51% of the operating budget is comprised of tuition and state funding
  - Where is the other half? **PRIVATE SUPPORT!!**
- Without private donations, tuition skyrockets!
- Some estimates put it at nearly double! ☹️



# Why is my gift so greatly needed?

- Making education attainable through private scholarships...fueled by alumni support!
- With aid packages getting smaller, scholarships are more important than ever.
- Attracting the best and brightest graduate and professional students with attractive compensation

# Why is my gift so greatly needed?

- Attracting world-class faculty through departmental alumni support
  - Boost discoveries lead by faculty
  - Keep our high ranking as a research institution
- Strengthening the economy
  - Fulfill responsibilities as a land grant university
  - Strengthens local economy, creates jobs, benefits Indiana and surrounding regions

# How can I make a gift?

- Make a one-time gift
  - Easy to do, online, or by phone (800) 319-2199
  - Through a student at the Telefund
- Pledge card at your own convenience
  - Check or credit card
  - Useful for updating your personal, alumni, and spousal information

# How can I make a gift?

- Set up automatic payments
  - Perfect if you wish to gift back regularly
  - Can be set up online, or by mail
- Make a gift of securities (stocks/mutual funds)
  - Held by you or your broker
  - Fill out a Securities Info Form and mail it back to Purdue, or hand deliver your securities to the Alumni Center on Grant Street

# How can I make a gift?

- Other methods

- Payroll deductions (Purdue employees only)
- Property or real estate
- Gifts-in-kind (books, personal items, artwork, etc.)

- Matching gifts

- Employers match your private donation
- Double or even triple your gift!!
- Visit [www.matchinggifts.com/purdue/](http://www.matchinggifts.com/purdue/) for more info



# How is my gift making a difference?

- Improved availability of scholarships
  - More private donations are ensuring a higher availability of scholarships
  - Your contribution **DIRECTLY** fuels this development
- Foundation and Corporate support
  - Foundations and corporations give depending on level of alumni involvement
  - How much to give and when

# How is my gift making a difference?

- Keeping our high rankings!
  - Purdue is ranked #2 for alumni involvement (just behind Penn State)
  - Purdue is ranked 61<sup>st</sup> in the nation by U.S. News and World Report
  - Engineering ranked in Top 10 with many ranked in the Top 5 for their category
  - HTM ranked #1!!!
  - Liberal Arts has highest enrollment!

# Feeling good about it...

- Giving back is rewarding and fulfilling
- Benefits the economy, faculty, staff and most importantly... **STUDENTS!**



- **You could be the next big donor!**

# Sources

- [http://www.purdue.edu/udo/path\\_alumni\\_friends/index.shtml](http://www.purdue.edu/udo/path_alumni_friends/index.shtml)
- [http://www.purdue.edu/udo/giving/where\\_gift\\_needed.shtml](http://www.purdue.edu/udo/giving/where_gift_needed.shtml)
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