

SLS Class of '62 **Class Gift Program**

The concept we developed for our gift program is based primarily on historical and statistical information provided by Bob Takei ('58), Executive Director of the Saint Louis Alumni Association (SLAA). Bob is the fundraising lead for his class which will be celebrating their 50th Anniversary Reunion this year. We also received information from the Class of '54, Class of '55 and Class of '57.

At our initial planning meeting in November, 2007 the Reunion Committee decided to set the minimum gift amount of \$50,000 as our initial target with the option of increasing that amount if circumstances warranted. Rupert Hunt had discussed specific uses for the monetary gift with officials at Saint Louis in the event we wanted to earmark the monies for a specific project. However, our Reunion Committee decided to table this for discussion at a later date.

The fundraising representatives from the previous classes informed us that the majority of the funds needed for the class gift would have to come from donations. They found that most fundraising activities, with the exception of the golf tournament sponsored by the SLAA for our class in 2011, do not generate much income. Warren Chee researched the profit data from the past SLAA Golf Tournaments and discovered that the previous classes had netted somewhere between \$5,000 to \$8,000. That meant we would need \$45,000 from donations if we conservatively planned on making \$5,000 from the SLAA Golf Tournament.

Another consideration we got from Bob Takei is what he referred to as the "80/20 Rule": that 80% of the donations we receive would come from 20% of the class. After crunching the numbers . . . and assuming that these norms would also hold true for us . . . we determined that we would have to realize an average donation amount of \$860 to achieve our \$50,000 objective. This would equate to a monthly donation of just under \$18.00 per month for 48 months.

Is this program doable? Absolutely! Every anniversary class to date has presented a gift of no less than \$50,000. And one particular class donated \$60,000 strictly from donations. Of course, we need your help.

We do not intend to ask for, nor attempt to solicit donations on an individual basis. We will not be sending out solicitation letters or calling you by phone to ask for a donation. Rather, our approach is to simply explain the program and ask for your kokua. If you decide to help out, just complete a pledge form and mail it (along with your initial contribution, if applicable) to the address at the top of the form. You will receive an acknowledgement letter from the school confirming your donation/pledge.

If you have any questions or want more details, please contact your Coordinating Liaison or either Larry Woode at (808) 685-2797 / email: laulani@aol.com or Rupert Hunt at (808) 734-7433 / email: ruphunt@yahoo.com). Again, we need your kokua. Mahalo.