515

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CHAPTER I

THE PROBLEM AND PROCEDURE

Introduction

Central College is a junior college affiliated with the

Free Methodist Church, a denomination of 60,000 members in North

America which withdrew from the Methodist Church in 1861 over the

issue of slavery and a concern that the parent church was failing

to maintain the precepts of its founder, John Wesley. The major

constituency of Central College comes from the 4,000 members of

the Free Methodist Church in the college's allotted territory which

includes Texas, Oklahoma, Kansas, Nebraska, New Mexico, Colorado,

Wyoming, Missouri and part of Iowa.

Originally a seminary established in 1884 in Orleans, Nebraska, the institution moved to McPherson, Kansas in 1914, becoming a high school and state-accredited junior college. Always small (under 200 students) and generally working under financial pressures, the institution has, nevertheless, produced a remarkable record of achievement as evidenced by follow-up studies of graduates. With a tiny base from which to draw financial support, and with a tradition of low tuition and fees, the financial contribution of the alumniformer student group is a significant factor in total income of the institution. During the five years between January 1, 1960, and December 31, 1964, 15.7 per cent of total educational and general income and 44.8 per cent of contribution income came from alumni.

29.50

Statement of the Problem

The purpose of this study was to examine factors about alumni and former students who contributed financially to Central College at any time during the five year period between January 1, 1960, and December 31, 1964; to see what characteristics the above-average givers had in common and how these compared with those of below-average givers; and to see if any of these factors had a relationship with degree of giving.

The study sought answers to the following questions: Does subsequent attendance at another institution have an effect on Central College alumni that results in their giving less to Central College than alumni who do not go to another institution? Is there a relationship between the number of years spent at the institution and later giving? Is there a relationship between grade point average and giving? How do various occupational groups compare in amount of giving? At what point in the life of an alumnus, as measured by the number of years since he attended the institution, does he tend to give most since he attended the institution, does he tend to give most what is the effect of attendance at the institution by the spouse of the alumnus, by either of his parents, by either of his spouse's parents, or by his children? How does giving by alumni who are Free Methodist compare with that by those who are not? What is the influence of distance from the college on giving?

Importance of the Study

Two aspects of the study held special importance to Central College.

One was the relationship between number of years of attendance and giving.

For most of the history of Central College a regular state-approved high school department had been operated as part of the program. This was terminated at the end of the 1964-1965 school year to permit the institution to concentrate its efforts on the junior college program. With this change, no student would be in attendance more than four semesters. In the study, 213 of the 604 giving units, or 34.6 per cent, had attended longer than four semesters. As the composition of the alumni group changed over a period of years and the average length of stay became shorter, would there be a decrease in contributions?

The other aspect of special importance was that of the effect of a junior college transfer student's graduation from a four-year institution. How great might be the effect of having to compete with an alumnus' other alma mater, as an increasing percentage of students finished baccalaureate degree programs?

Answers to the other questions raised in the statement of the problem would be useful in guiding the financial development activities of the college. General guidelines, based on the factors investigated by this study, would be useful in directing fund-raising efforts toward that part of the constituency where response would be expected to be greatest.

In order to do the best possible job for currently enrolled students, and provide for continuing up-dating and expansion of college facilities, all potential sources of income should be reviewed. The basic purpose of doing so would be to make possible the best educational

service to the students. Most colleges, public and private, actively solicit their alumni. Methods used in many cases are on a "hit-or-miss" approach, often expensive in relation to the amount of money received.

Appraisal of the need for analytical approaches to the problem of alumni solicitation was given by Robert V. Cramer, Vice-President for Development, Hanover College, who wrote that "in the years since then (the 1920's) very few changes have taken place in academic fund-raising.... Few changes have taken place as a results of improved technics which have been developed..."

He further charges that "the development profession has been lax in applying scientific principles that would enable it to bring about a direct confrontation between 'theory' and 'results'..."

Mr. John Sheetz, Director of Resources, Harvard Graduate School of Business Administration stated that "no really new techniques have been developed in our work. There have been no truly radical breakthroughs for fifty years."

If a few factors were found, each having a close correlation with above-average giving, they might in combination form a type of predictor which could be used to narrow down from all alumni to a group

Robert V. Cramer, "Ask Why Donors Give," College and University Business, 41:37, November, 1966.

²Ibid.

John W. Sheetz, The Recruitment and Training of Development Directors, A Panel Discussion from a Conference on Fund-Raising for Educational and Philanthropic Institutions, (Chicago: Marts and Lundy, Inc.), p. 15.

of alumni having above-average likelihood of giving, and of giving more than the typical alumni giver. The final justification is, then, that a start must be made somewhere to seek methods of isolating the better prospects from the lesser, so the necessary job of institutional fund-raising can be done in the most efficient manner, maximizing its benefits to the academic program to which it is a service.

Definitions

To provide better communication, the following words have been defined as used throughout the thesis.

Central College- This designation will apply without regard to academic level, since this was the corporate name of both junior college and high school divisions during the time of the study.

Median- The middle item in a distribution.

Mean- The sum of a set of data divided by the number of items.

Mean: 80 Per Cent- The mean of that portion of a set of data which lies between the 10th and 90th percentiles.

Percentile- The point in a distribution below which falls the per cent of cases indicated by the given percentile.

Giving unit- A husband and wife, whether only one or both attended, or a single alumnus.

Alumnus- A graduate of Central College or a former full-time student of one semester or more.

Procedure Followed

Information used. Basic information was gathered on each living graduate and person who attended full-time at least one semester at any time during the history of Central College at McPherson, and who contributed at least one dollar at any time during the years 1960 through 1964.

The items of information included: name, address, occupation, number semesters attended, last year of attendance, grade point average, whether or not he graduated from another institution after leaving either Central High School or Central College, whether or not he regularly attended a Free Methodist Church during the years under study, the number of his children who attended, whether or not the subject's spouse, father, mother, spouse's father, or spouse's mother had attended, the annual giving record for each of the years 1960 through 1964, and the total giving for the entire five-year period.

Sources of Information. The giving record was the basic item of information, since it formed the criterion for selection of the population to be studied. The college had for many years maintained an accurate and complete card file of all donors, coded to distinguish between alumni and former students and other friends. From this source was drawn the list of those who had contributed during the years under study. This list comprised 604 giving units. Counting spouses who were alumni, 828 individual people were involved. Since the donor file was reported to have been checked for accuracy against transcripts, no cross-check was made to see that all alumni actually were coded as such in the donor file. During the subsequent transcript search for grade point averages it was shown that all those on the list had attended, so it might be assumed that the file was substantially accurate. process provided, then, the names and addresses. With every item except occupations, data used was that of the alumnus, not the spouse.

If the subject had moved during the time of the study, his most recent address was used since it was not possible to determine at what address he had lived for the longest period of time. This location was converted from city and state to a zone, depending on straight-line distance from McPherson. Zone 1 was the city of McPherson. This was chosen on the basis that people within the city were kept better informed about the school, shared activities. and maintained friendships to an extent that could significantly alter their degree of giving. Zone 2 extended in a radius of 60 miles. People living within that zone could attend one-day or evening activities at the college. People living within Zone 3, between 60 and 500 miles, could visit the campus for weekend or several-day events and conferences. Zone 4 people, living beyond 500 miles, would not be able to visit the campus often enough for this to be a factor in their giving or not giving. Those in Zones 1 through 3 would also have contact with musical or other groups coming to them from the school, which alumni in Zone 4 would not.

Information on whether or not the alumnus graduated from another institution after leaving Central College came from records maintained by the Alumni Office and from various follow-up studies made by the college. These sources yielded only 460 known responses, so conclusions from this item were based on a significantly smaller population than any other item. In no case was a subject shown as either graduating or not graduating unless positive information was available.

Occupations came from several sources: records in the Alumni Office, results of a recent study made by the college, and the questionnaire discussed below. Occupations used were always those of the head of the household, regardless of whether or not that person was an alumnus. These occupations were classified into twelve major groups of similar occupations, as follows:

GROUP

INCLUDES. AMONG OTHERS:

Agriculture
Education
Christian service
Military

Military
Government
Social services
Self-employed

Professional Student Trades

Business Office Ranching, farming

Administration, counseling

Ministry, missions

All levels; federal, state, local

Nursing, social work

Insurance sales, real estate C.P.A., engineering, psychologist

Factory, building trades
Management level positions

Clerical, secretarial, bookkeeping

Official transcripts held by the institution provided the number of semesters attended, last year attended, and grade point average. That a model school was part of the institution's program in early years accounts for the high number of semesters (up to 15) recorded by some subjects. The last year attended was converted to a more meaningful figure, the number of years since leaving, by subtracting the last year from 1964. All grade point averages were converted and/or refigured to conform to the method of calculation currently used by the institution. The work was done by personnel of the Office of the Dean of Central College.

The data on church affiliation and attendance at the institution by various other members of the family came from the questionnaire,

supplemented by Alumni Office records. (Record cards in the Alumni Office were cross-filed to trace parents, children, and spouse. These gave the information on marital status and whether or not the spouse had also attended Central.)

The Questionnaire. To secure accurate information on several items it was necessary to send a questionnaire to each of the subjects. The questionnaire was presented as a brief, easy-to-use reply card, with printed return address and postage stamp. These were sent in a plain number ten envelope with only the return street address on the outside. The questionnaire/reply card was accompanied by a short letter of explanation. Both of these items are included in the Appendix.

The initial mailing of 604 went out at a poor time of the year, on December 5, 1966, during the Christmas rush. A good response was received, however, with a return of 459 or 76.0 per cent, and 14 others or 2.3 per cent returned by the Post Office as undeliverable for various reasons.

Those who had not responded were sent another set of letter and card, with a brief comment on a card enclosed, as exhibited in the Appendix. This obtained a response of 83 out of 131, or 63.4 per cent, for an eventual total response of 542 out of 604, or 89.7 per cent. The good percentage of response was probably due to the inherent selectivity of the population; people who had given money to the institution would be willing to give a few moments of their time to help. The simplicity of the format might also have worked in favor of a high response.

The reply cards were numerically coded to the donor list to make it possible to follow up on those who did not respond. This fact was stated in the letter, to relieve the fears of those who might feel that the information would not remain confidential and anonymous.

The questionnaire also called for showing if a respondent was retired. This was not used as a separate item in the analysis since only twenty-four of the 604 or 4.0 per cent were retired. In these cases their pre-retirement occupation was used.

Mechanics of analysis. The information was assembled from the various sources onto 3 x 5 cards, as exhibited in the Appendix.

All data were coded numerically to facilitate mechanical tabulation.

When these codings were complete, the data were transferred to punch cards for tabulation. A typical card appears in the Appendix. This procedure made it possible to sort and tabulate data quickly and accurately, printing it out on an IBM model 407 accounting machine.

The typical analytical procedure was as follows, using the item of location as an example. The 604 cards were sorted into the five possible categories available for this item: Zone 1, Zone 2, Zone 3, Zone 4, and location unknown. Each group was then sorted into ascending order of size of total giving during the five years and printed out on the accounting machine. The machine was programmed to provide totals for each of the five years, a grand total of the individual five-year totals, and a count of the number of giving units in that category. This print out process was repeated for each of the groups within the category. A sample print out sheet, partial Zone 1 responses.

is shown in the Appendix. These group totals made it possible to prepare tables of results based on the factor under study, and which were verifiable with the known totals for the entire population.

Since data were printed out in ascending order of five-year total giving and the number of subjects was known, location of the median total was quickly and accurately determined. Similarly, the data for establishment of the arithmetic mean (number of giving units and the grade total of five-year gifts) were available so these were calculated.

In considering each factor, the following data were given:
number of giving units, total dollar giving during the five years, the
mean gift of the total, the mean gift of the center 80 per cent of the
total, and the median gift.

Preview of the thesis. Chapter II reviews current literature pertaining to alumni giving. It seeks to determine the relevance of alumni support in higher education today and to develop a perspective in which the later analysis of characteristics of givers may be viewed. Chapter III reports the study of contributors to Central College. In that chapter the questions raised as part of the statement of the problem are answered, within limitations of this study. The final chapter summarizes the findings and presents recommendations. Exhibits related to carrying out the study, samples of the questionnaire and forms used and the original data appear in the appendix.

CHAPTER II

REVIEW OF THE LITERATURE

The Question of Alumni Support

The review of literature is divided into two parts: first, general consideration of alumni support of higher education; then summaries of studies dealing with the extent of alumni support and characteristics of givers.

Should alumni give? Much of the justification in asking alumni to help support their school comes from the fact that tuition does not cover expenditures for educational and general purposes.

In a recent study of private junior colleges, income from student tuition and fees provided an average of 78.4 per cent of income for educational and general purposes, and ranged from 24.2 to 99.2 per cent. Other studies showed 41.8 per cent and 55.0 per cent for all private institutions. The average of all colleges in the well-known "Sixty College Study" was 60.1 per cent.

Among Twenty-Four Independent and Church-Related Junior Colleges
(Wellesley, Massachusetts: Pine Manor Junior College, 1965), p. 44.

^{5&}quot;Sources of Income for Higher Education," School Life, 43:17, November, 1960.

⁶Merritt M. Chambers, Financing Higher Education (Washington: The Center for Applied Research in Education, Inc., 1963), p. 27.

National Federation of College and University Business Officers Associations, A Study of Income and Expenditures in Sixty Colleges, (1956), p. 26.

While junior colleges receive a greater share of income from student tuition and fees than do four-year colleges, they also rely on other sources to make up the difference. A reduction in income would require reductions in the program, an undesirable alternative. Therefore, to maintain the institution at the same quality level it was when the alumnus attended, he should support it.

Will alumni respond? There seems to be substantial confidence in most quarters that alumni are now responding to the needs of higher education and will continue to do so. The strongest indicator is, of course, the actual dollar record of giving. These trends show that alumni support is increasing. Giving by alumni increased 26.3 per cent from 1960-1961 to 1962-1963.

"Alumni of our respective colleges and universities are very markedly increasing the level of their financial support through annual giving, individual special gifts, and bequests."

"Alumni giving also grows and will continue to grow, as more and more institutions slowly accumulate longer histories, more graduates and former students, and better organized annual campaigns for contributions."

⁸John A. Pollard, 1962-1963 Voluntary Support of American Colleges and Universities (New York: Council for Financial Aid to Education, Inc., 1964), p. 4.

Alan W. MacCarthy, "How Will Institutions Secure Financial Support from Nongovernmental Sources?" <u>Current Issues in Higher Education</u>, 1957 (Washington: National Education Association, 1957), p. 226.

¹⁰ Chambers, op. cit., p. 60.

Studies of Alumni Support

Alumni may contribute a greater share of giving to higher education than they are given credit for. Measuring alumni support has not been an easy task, due to the difficulty in identifying the donor. As stated by H.G. Badger,

... some colleges and universities cannot provide precise figures because their finance officers have difficulty in classifying their original data. To illustrate: When an alumnus of an institution who is also a member of a church or other religious organization makes a contribution to his alma mater, his contribution may be credited to either the church or the alumni group. In many instances the finance officer has no way of knowing whether an individual donor is an alumnus or not. 11

Presented below are digests of studies related to alumni giving.

The Harris study was especially of interest to this project because it dealt with the characteristics of the donors.

Council for Financial Aid to Education Survey. The Council for Financial Aid to Education, Inc., bienially produces a survey of voluntary support of American colleges and universities. The edition issued in March, 1964, covered school year 1962-1963.

Total giving to colleges and universities increased 13.5 per cent from 1960-1961 to 1962-1963, but giving by alumni rose 26.3 per cent, the highest gain by any source group. 12 Church-related junior colleges received 14.5 per cent of their gifts from alumni, which is very similar to the 14.0 per cent reported by the 149 junior colleges participating;

¹¹H.G. Badger, "Private Gifts and Grants to Institutions of Higher Education," Higher Education, 17:12-13, October, 1960.

¹² Pollard, loc. cit.

however, there was great disparity within the group. For the fifty-two church-related junior colleges, the median percentage of alumni gift income was 2 per cent. Forty-two of the institutions received less than 14 per cent; in fact twenty-four, or nearly half, received 1 per cent or less from this source, with fifteen reporting none. The remaining ten institutions in the church-related group ranged from 20 to 91 per cent, with five institutions appearing in the fourth decile. 13

Three of the six church-related junior colleges in Kansas were in the study and showed percentages of 4, 20, and 27 per cent for alumni gifts. The median for non-church-affiliated private junior colleges was 10 per cent, with one-third of the schools ranking above 20 per cent. Alumni are a more important source of funds for these schools than for church-affiliated schools because of absence of support by religious bodies.

Pine Manor study. A study of great interest to private junior colleges was released in April, 1965. Sponsored jointly by the American Association of Junior Colleges and the U.S. Office of Education, it was carried out by Donald W. Height and the staff of Pine Manor Junior College, Wellesley, Massachusetts. The report gave complete income and expense analysis in percentages for twenty-four private junior colleges for 1962-1963 school year.

Table I shows that range of alumni giving as a per cent of total educational and general expenditures. The average figure of 16.8 per cent

¹³ Ibid., pp. 52-57.

TABLE I

GIFTS TO CHURCH-RELATED JUNIOR COLLEGES
AS A PER CENT OF EDUCATIONAL AND
GENERAL EXPENDITURES 14

TYPE OF GIFT	MEDIAN	MEAN	HIGH	LOW
Unrestricted			•	
Churches	10.4	12.6	44.8	-
Alumni	.6	1.6	7.1	-
Other	3.8	11.9	58.7	.1
All unrestricted	9.6	15.5	59.3	.1
Restricted				
Churches	.3	3.0	8.7	-
Alumni	1.4	2.7	6.1	.7
Other	3.5	4.0	12.5	.1
All restricted	5.3	5.0	13,6	-
All gifts	13.2	16.8	59.3	.1

Donald W. Height, A Study of Income and Expenditure Patterns
Among Twenty-Four Independent and Church-Related Junior Colleges
(Wellesley, Massachusetts: Pine Manor Junior College, 1965), p. 44.

for this group compares with 24.2 per cent for all institutions in the study. 15

The eleven schools of the study with enrollments under 351 received an average of 21.9 per cent of educational and general income from gifts. ¹⁶ It is impossible to tell from data of this study what per cent of total gifts came from alumni.

The Seymour Harris studies. Two studies of interest were carried out by Seymour E. Harris, Professor of Political Economy at Harvard University. 17 Harris started with the seventy-seven institutions of higher education listed in 1958 as having endowments in excess of \$10 million. Nineteen of these schools provided information about their top twenty-four donors, giving data on a total of 456 donors.

The study showed that more than 80 per cent of the donors who attended college were alumni of the college to which they contributed. Another finding of the study was the high percentage of donors who had earned degrees beyond the bachelor's degree. In the sample of 456 donors, nearly 40 per cent earned graduate degrees. During the same years of bachelor degree graduation, only 8 per cent of all graduates later earned advanced degrees. There tended to be more holders of advanced degrees in each successively higher strata of gift size.

¹⁵ Donald W. Height, A Study of Income and Expenditure Patterns
Among Twenty-Four Independent and Church-Related Junior Colleges
(Wellesley, Massachusetts: Pine Manor Junior College, 1965), p. 44.

¹⁶ Ibid., p. 10.

¹⁷ Seymour E. Harris, Higher Education: Resource and Finance, (New York: McGraw-Hill Book Company, Inc., 1962), pp. 473-478.

Information about class rank was scant. It was available for only seventy-four of the 456 donors. However, this showed that 46 per cent finished in the first quartile of their class, 34 per cent in the second quartile, and only 20 per cent in the lower half. Table II shows the occupational distribution of major donors. Business accounted for 48.9 per cent of the donors; law, engineering and medicine for 9.6, 7.2 and 5.7 respectively, and from that point occupations were scattered. The study also showed that the percentage of businessmen increased as the group was scaled by size of donation.

Businessmen accounted for 48.9 per cent of the top twenty-four donors, 74 per cent of top ten donors, and 80 per cent of top five donors.

The other study by Harris was of donors to Harvard University, who had not been included in the previous study. The group consisted of either the top twenty-five or the top thirty donors, depending on the availability of information.

He found the average year of graduation to be 1900. Of the top thirty donors, twenty-five had degrees from Harvard. Of the twenty-five Harvard degree donors, nine, or 36 per cent, had received earned degrees beyond the bachelor's. Only three of the thirty had received honorary degrees. High academic achievement was again noted, as 47 per cent of the Harvard graduates in the group had graduated with honors. Occupational choice was similar to the larger study; 50 per cent of the donors were in business occupations and 16.7 in the profession of law.

¹⁸ Ibid., p. 478.

TABLE II

OCCUPATIONAL DISTRIBUTION OF THE 24 LEADING
DONORS OF 19 INSTITUTIONS 19

OCCUPATION	NUMBER	PER CENT TO TOTAL
Business	222	48.8
Law	44	9.6
Engineering	3 3	7.2
Medicine	26	5.7
Education	20	4.4
Government	4	•9
Dentistry	1	•2
Subtotal	350	76.6
Other	31	6.8
Women; not elsewhere	17	3.7
Retired; not elsewhere	6	1.3
No occupation	10	2.2
No information	42	9.2
Total	456	100.0

¹⁹ Seymour E. Harris, Higher Education: Resource and Finance (New York: McGraw-Hill Book Company, Inc., 1962), p. 476.

Harris summarized his two studies by concluding that top donors were "relatively good students, were generally graduates of the institution receiving their benefactions, graduated in larger proportions and went on to graduate work in larger numbers than all students."

^{20&}lt;sub>Ibid.</sub>, p. 478.

CHAPTER III

RESULTS OF THE STUDY

General Characteristics of the Gifts

Gifts from the 604 people in the study totaled \$133,826 during the five years studied. This ranged from \$22,004 in the lowest year to \$30,453 in the highest. Most annual gifts and five-year totals were very small. The largest single five-year total gift equalled the sum of the 372 smallest totals. During the five years a total of 1,514 annual gift responses were made; a mean annual gift of \$88 and a median annual gift of \$28. Five-year totals show a mean of \$222 and a median of \$50.

Total gifts for 1961 included the largest single gift in the study, which was \$6,000 and represented almost twenty per cent of the alumni-originating contributions for that year. Excluding that gift, the five years are reasonably similar except for 1964. In that year the median increased to \$49 from the \$25 to \$30 range previously experienced. That year marked the fiftieth anniversary of the institution's location in McPherson and the eightieth of its original founding, and there was greater contact between the college and alumni than in other years.

<u>Data heavily skewed</u>. The data were heavily skewed, with a small percentage of donors giving a large percentage of total dollars, and the mean gift was generally found to be much different than the median.

To present a more meaningful comparison, another measurement was developed, the arithmetic mean of the center 80 per cent of each group. This was calculated by excluding the highest and lowest 10 per cent of a group, and refiguring the mean of the remainder. With groups not evenly divisible by ten, the number removed from either extreme was rounded to the nearest whole number, but at least one giving unit was always removed from each end.

Annual giving, broken down into categories of gift size, is shown in Table III.

The top half of donors gave 95.1 per cent of the total dollar volume. The top 5 per cent of the group gave 49.2 per cent and the top 1 per cent gave 23.0 per cent. The largest single gift amounted to 8.4 per cent of the total. The median was considered the most meaningful measurement for predictive purposes and for showing the relationship between the various factors studied and giving, and it was on the basis of medians that the conclusions which appear in Chapter IV were drawn. A more detailed breakdown of the distribution appears in Table IV on page 24.

Consistency of giving. In none of the years did more than 312 people give at all, slightly over half of the total who gave during the five years. Of the 604 people, ninety-four, or 15.6 per cent, gave something during each of the years; eighty, or 13.2 per cent, gave during four years; eighty-eight, or 14.6 per cent, gave during three years; one hundred eighteen, or 19.5 per cent, gave during two

TABLE III

		ANNUAL GIFT	'S .	PER	CENT
YEAR	SIZE	NUMBER	AMOUNT	GIFTS	AMOUNT
1960	1- 10	82	\$607	25.9	2.4
	11- 20	60	1,028	19.0	4.1
	21- 50	83	2,756	26.3	11.0
	51- 200	66	6,974	20.9	27.9
	201 up	25	13,669	7.9	54.6
	Total	316	\$25,034	100.0	100.0
1961	1- 10	89	623	28.5	2.1
	11- 20	40	700	12.8	2.3
	21- 50	90	2,983	28.9	9.8
	51- 200	65 62	6,750	20.8	22.3
	201 up	28	19,252	9.0	63.5
	Total	312	\$30,308	100.0	100.0
1962	1- 10	54	415	18.9	1.9
	11- 20	34	605	11.9	2.7
	21- 50	97	3,201	33.9	14.5
	51- 200	80	8,139	28.0	37.0
	201 up	21	9,644	7.3	43.9
	Total	286	\$22,004	100.0	100.0
1963	1- 10	75	582	25.2	2.2
	11- 20	31	552	10.4	2.1
	21- 50	90	3,177	30.1	12.2
	51- 200	75 25	7,868	25.2	30.2
	201 up	27	13,848	9.1	53.3
	Total	298	\$26,027	100.0	100.0
1964	1- 10	59	455	19.5	1.5
	11- 20	28	504	9.3	1.7
	21- 50	92	3,397	30.5	11.2
	51- 200	96	10,717	31.8	35.2
	201 up	<u>27</u>	15,380	8.9	50.4
	Total	302	\$30,453	100.0	100.0
1960-1964	1- 10	359	2,682	23.7	2.0
	11- 20	193	3,389	12.7	2.5
	21- 50	452	15,514	29.9	11.6
	51- 200	382	40,448	25.2	30.2
	201 up	128	71,793	8.5	53.7
	Total	1,514	\$133,826	100.0	100.0

TABLE IV

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
IN PERCENTILE GROUPINGS OF GIFT SIZE

	NUMBER		PER CENT		
	OF	DOLLARS	TO	MEAN	MEDIAN
GROUP	DONORS	GIVEN	TOTAL	GIFT	GIFT
top 5%	30	\$65,799	49.2	\$2,193	\$1,529
5- 10	30	18,596	13.9	620	617
10- 15	30	12,240	9.1	408	400
15- 20	30	8,740	6.5	291	295
20- 25	31	6,575	4.9	212	205
25- 30	30	4,782	3.6	159	160
30- 40	60	6,412	4.8	107	105
+0- 50	61	4,100	3.1	67	70
50- 60	60	2,616	2.0	44	45
60- 70	60	1,720	1.3	30	30
70- 80	61	1,232	•9	20	20
80- 90	60	703	•5	12	10
90-100	61	311	•2	5	5
Total	604	\$133,826	100.0	\$222	\$50

years, and two hundred twenty-four, or 37.1 per cent, gave during only one year. Gifts tended to be larger for the more consistent givers.

As shown in Table V, the median for those giving during five years was \$67; for those giving four years, \$40; for those giving three years, \$25; for those giving two years, \$20; for those giving one year, \$20.

There was less uniformity among givers who gave more often than among those who gave fewer times, as shown by the proportionately wider gap between median and mean. The consistent givers accounted for more of the large gifts. Thirty-five of the forty-eight annual gifts of \$500 or more came from donors who gave during each of the five years. Table VI on page 27 shows the five_year gifts, grouped by the number of annual gifts.

Factors Affecting Degree of Giving

Location. The eighty-one giving units in Zone I, McPherson, gave substantially more than any other group--a median of \$250 and a mean gift of \$455, contrasted to \$50 and \$222 respectively for all givers, as shown in Table VII on page 28. Zone 2 alumni produced a median gift of \$96 and a mean of \$274; Zone 3 a median of \$50 and a mean of \$233; and Zone 4 a median of \$33 and a mean of \$100, as the only zone below figures for all givers.

Number of years attended. Table VIII on page 29 groups donors by the number of semesters they attended Central College, and Table IX on page 30 combines this data into number of years attended. Greatest giving, a mean of \$95 and a median of \$101, was by four-year attenders.

TABLE V

AVERAGE ANNUAL GIVING TO CENTRAL COLLEGE BY ALUMNI
GROUPED BY TOTAL OF ANNUAL GIFTS

ANNUAL GIFTS	NUMBER OF DONORS	NUMBER OF GIFTS	DOLLARS GIVEN	ME AN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
1	224	224	\$9,112	\$41	\$21	\$20
2	118	236	8,294	35	27	20
3	88	264	11,286	43	31	25
4	80	320	27,335	85	56	40
5	94	470	77,799	166	90	67
Total	604	1,514	\$133,826	\$88	\$46	\$28

TABLE VI

AVERAGE FIVE-YEAR GIVING TO CENTRAL COLLEGE BY
ALUMNI GROUPED BY TOTAL OF ANNUAL GIFTS

ANNUAL GIFTS	NUMBER OF DONORS	DOLLARS GIVEN	ME AN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
. 1	224	\$9,112	\$41	\$21	\$20
2	118	8,294	70	56	40
3	88	11,286	128	102	78
4	80	27,335	342	247	178
5	94	77,799	827	518	398
Total	604	\$133,826	\$222	\$101	\$50

TABLE VII

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY LOCATION OF ALUMNUS

ZONE	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
1	81	\$36,846	\$455	\$307	\$250
2	54	14,778	274	137	96
3	267	62,086	233	90	50
4	201	20,109	100	57	32
unk	1	7	7		7
Total	604	\$133,826	\$222	\$101	\$50

TABLE VIII

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY NUMBER OF SEMESTERS
DONOR ATTENDED

NUMBER	NUMBER			MEAN GIFT	
OF	OF	DOLLARS	MEAN	OF CENTER	MEDIAN
SEMESTERS	DONORS	GIVEN	GIFT	80 PER CENT	GIFT
1	17	\$1,391	\$82	\$59	\$32
2	107	17,215	161	87	44
3	29	18,462	637	289	85
4	238	45,248	190	74	45
5	23	3,182	138	116	68
6	73	21,830	299	142	70
7	10	819	82	64	70
8	55	18,361	334	238	125
9	3	240	80	65	65
10	26	4,095	158	121	55
11	1	200	200		200
12	17	1,798	106	74	51
14	4	885	221	36	35
15	1	100	100		100
Total	604	\$133,826	\$222	\$101	\$50

TABLE IX

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE GROUPED BY NUMBER YEARS ATTENDED

NUMBER OF YEARS	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
1	124	\$18,606	\$150	\$84	\$38
2	267	63,710	239	82	46
3	96	25,012	261	123	7 0
4	65	19,180	295	203	101
5	29	4,335	149	115	5 5
6	18	1,998	111	83	60
7	4	885	221	35	3 6
8	1	100	100		100
Total	604	\$133,826	\$222	\$101	\$50

Church affiliation. This was a simple yes/no question of whether or not the alumnus regularly attended a Free Methodist church during the years under study. Those attending the supporting denomination gave a median of \$75 and a mean of \$287 compared to a median of \$35 and a mean of \$110 for those who did not. All figures are shown in Table X.

Years since leaving. This figure was developed by subtracting the last year of attendance from 1964. This would mean that two alumni could be, for example, four years different in age, if one left the institution after the sophomore year in high school and the other after the sophomore year in college, and still have been gone the same number of years. It was felt, however, that this procedure would yield more useful information than any other. The objective was to find that time, or times, in the course of the life of an alumnus when a blend of interest and ability to give produced maximum giving. Data were divided into blocks of five years, commencing with less than one through five years, and on up.

The first three blocks yielded medians of less than the median for all givers and ranged from \$25 to \$35. From fifteen years on, however, the median did not drop below \$50, although the mean gift did go below the mean gift for all givers (\$222) in three blocks, these lows being \$101, \$194 and \$216. The 10-14 year block contained the largest gift in the study which caused the mean for that block to jump to \$309. With that gift removed, the mean was \$144. Complete data are shown in Table XI on page 33.

TABLE X

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE GROUPED BY CHURCH AFFILIATION

RESPONSE	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
Yes	395	\$113,247	\$287	\$136	\$75
No	175	19,227	110	57	35
Unk	34	1,352	40	33 	30
Total	604	\$133,826	\$222	\$101	\$50

TABLE XI

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY YEARS SINCE LEAVING

NUMBER OF YEARS	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
0- 4	47	\$2,345	\$50	\$31	\$25
5- 9	55	4,229	77	49	35
10- 14	67	20,694	309	76	30
15- 19	95	22,784	240	125	50
20- 24	52	11,232	216	117	62
25- 29	49	4,964	101	71	50
30- 34	77	19,736	256	154	105
35- 3 9	55	10,663	194	112	75
40- 44	70	23,281	333	146	87
45- 49	34	11,088	326	95	83
50	3	2,810	937	725	725
Total	604	\$133,826	\$222	\$101	\$50

Grade point average. The two hundred sixty-three people having averages between 3.00 and 4.00 (A = 4.00) who contributed were 43.6 per cent of the total population of the study, while only forty-seven persons with averages below 1.99 contributed, representing 7.8 per cent of the population. That small and select group having 4.00 averages had a median of \$148 and a mean of \$321. The entire 3.00 to 3.99 group had a median of \$50 and a mean of \$285; the 2.00 to 2.99 group a median of \$55 and a mean of \$174. Table XII gives complete details.

Another factor that might influence the analysis was whether or not the subject went on to graduate from another institution. Those with grade point averages between 3.00 and 4.00 who went to another institution gave a median of \$50 and a mean of \$291; those with similar averages who did not go on gave a median of \$115 and a mean of \$46.

Those with grade point averages between 2.00 and 2.99 and who went to another institution gave a median of \$60 and a mean of \$170; those with similar averages who did not go on gave a median of \$60 and a mean of \$231.

The complete findings are shown in Table XIII on page 36.

Subsequent attendance at another institution. The two hundred sixty-five persons who were known to have gone on for additional education elsewhere gave a median gift of \$52 and a mean of \$223. This was topped by the one hundred ninety-five persons who were known to have not gone on, and who gave a median of \$70 and a mean of \$312. Information was lacking on one hundred forty-four persons. Table XIV on page 37 shows the data.

TABLE XII

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY GRADE POINT AVERAGE

GRADE POINT AVERAGE	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
	* *				<u> </u>
4.00	14	\$4,493	\$321	\$233	\$148
3.50- 3.99	100	22,981	230	171	70
3.00- 3.49	149	47,885	321	112	46
2.50- 2.99	156	31,353	201	103	60
2.00- 2.49	138	19,725	143	76	5 0
1.50- 1.99	36	6,919	192	117	42
1.00- 1.49	10	195	20	17	11
less than 1.00	1	275	275		275
Total	604	\$133,826	\$222	\$101	\$50

TABLE XIII

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY GRADE POINT AVERAGE
AND FURTHER EDUCATION

G.P.A. AND EDUCATION	NUMBER OF DONORS	DOLLARS GIVEN	ME AN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
3.00- 3.99	· · · · · · · · · · · · · · · · · · ·	_			
Went on	112	\$32,591	\$291	\$104	\$50
Did not	71	31,638	446	210	115
Unknown	66	6,637	101	49	35
	249	\$70,866	\$285	\$112	\$50
2.00- 2.99					
Went on	135	\$22,998	\$170	\$90	\$60
Did not	98	22,628	231	119	60
Unknown	<u> 51</u>	5,452	89	59	49
	294	\$51,078	\$174	\$91	\$55

TABLE XIV

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE GROUPED BY WHETHER OR NOT ALUMNUS ATTENDED ELSEWHERE

ATTENDANCE	NUMBER OF DONORS	DOLLARS GIVEN	ME AN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
No Yes Unk	195 265 144	\$60,931 59,038 13,857	\$312 223 96	\$148 101 54	\$70 52 35
Total	604	\$133,826	\$222	\$101	\$50

Occupation. Lowest performance was the student group, which gave a median of \$20 and a mean of \$43. One was still at Central; eight had been gone one year.

The nine military personnel gave a median of \$35 and a mean of \$211. Those forty-four whose occupations were not known gave a median of \$28 and a mean of \$35. The other category performing with a median gift less than that of all givers was the group of seventy-eight persons in Christian service. They gave a median of \$40 and a mean of \$194.

The business group had a median of \$50 and a mean of \$197.

The group having the largest number of persons was education, with one hundred thirty-five giving units, and had a median of \$75 and a mean of \$165. Ten of the top sixty donors were employed in education.

The group producing the greatest median and mean, \$204 and \$341 respectively, was that of the forty-two self-employed persons. Ten of the top sixty donors were in this category. Following closely were the forty in professional occupations who had a median of \$205 and a mean of \$603. Nine of the top sixty donors were in this category.

The other groups were: twenty-eight persons in government employment giving a median of \$82 and a mean of \$219; nineteen persons in social services giving a median gift of \$75 and a mean of \$151; seventy-nine persons in various trades giving a median gift of \$56 and a mean gift of \$219; and eighteen persons in various semi-skilled office jobs giving a median gift of \$92 and a mean gift of \$326. Table XV presents the complete information.

TABLE XV

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE GROUPED BY OCCUPATION

OCCUPATION	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
Christian service		\$15,102	\$194	\$62	\$40
Agriculture	41	13,584	331	149	75
Education	135	22,287	165	107	75 75
Government	28	6,143	219	144	82
Military service	9	1,897	211	193	35
Social services	19	2,860	151	101	75
Self-employed	42	14,324	341	249	204
Professional	40	24,129	603	205	70
Student	34	1,469	43	27	20
Trades	7 9	17,310	219	98	56
Business	37	7,296	197	91	50
Office	18	5,865	326	208	92
Unknown	44	1,560	35	29	28
Total	604	\$133,826	\$222	\$101	\$50

Faculty and staff. Table XVI presents the giving record of alumni who were members of the faculty or staff of Central College at any time during the period of the study.

TABLE XVI

CONTRIBUTIONS TO CENTRAL COLLEGE BY
ALUMNI FACULTY AND STAFF MEMBERS

STATUS	NUMBER OF DONORS	DOLLARS GIVEN	ME AN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
Full time Part time	10 4	\$7,628 1,957	\$762 489	\$626 272	\$602 272
Total	14	\$9,585	\$685	\$644	\$280

The ten full-time faculty or staff donors who were alumni gave 5.7 per cent of all alumni contributions during the period studied.

Marital status. The group with the greatest giving was married couples in which both the husband and the wife was an alumnus. The median for this group was \$92 and the mean \$356. Among married couples with only one partner being an alumnus, those in which the husband had attended showed a median of \$40 and a mean of \$142; if the wife had attended the median was \$35 and the mean \$150.

Single men gave a median of \$20 and a mean of \$15. Of the seven donors in this group, six were students. Single women gave a median of \$75 and a mean of \$127. This group did not account for many major gifts; only two in the top 10 per cent.

Widows, widowers, and newlyweds were included in the married groups since actual dates of change of status were not known. Complete information is in Table XVII.

Board of Trustees. The thirteen members of the Board of Trustees who were alumni gave a total of \$36,892 during the period. The median gift was \$1,995, the mean \$2,838, and the mean gift of the center 80 per cent was \$2,309. Gifts ranged in size from \$295 to \$11,192, and twelve of the thirteen gifts ranked in the top 10 per cent of all gifts. No occupational trend was evident, since no occupation was represented by more than two trustees.

Children. Those fifty-two alumni who had one child attend gave a median of \$98 and a mean of \$348. The forty-three who had two children attend gave a median of \$115 and a mean of \$275. The thirty-six with three children having attended gave a median of \$105 and a mean of \$462. There were only six with four children, too small a group to consider. Table XVIII on page 43 presents the complete data.

Parents. There were four categories analyzed: 1) father of the alumnus, 2) mother of the alumnus, 3) father of the alumnus' spouse and 4) mother of the alumnus' spouse. The sixty-seven alumni whose father attended produced a median of \$65 and a mean of \$224, compared to \$55 and \$239 for the four hundred eighty-nine whose father did not attend. The seventy-seven alumni whose mother attended gave a median of \$46 and a mean of \$202 compared to a median of \$60 and a mean of \$243 for the four hundred seventy-nine alumni whose mother did not attend.

TABLE XVII

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY MARITAL STATUS

MARITAL STATUS	NUMBER OF DONORS	DOLLARS GI VEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
Single					
Men	7	\$107	\$15	\$16	\$20
Women	42	5,3 35	127	97	75
Married					
Both attended	224	79,713	356	165	92
Husband only	141	20,003	142	67	40
Wife only	189	28,363	150	67	35
Status unknown	1	305	305		305
Total	604	\$133,826	\$222	\$101	\$50

TABLE XVIII

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY NUMBER OF CHILDREN
WHO ATTENDED

NUMBER CHILDREN	NUMBER OF	DOLLARS	MEAN	MEAN GIFT OF CENTER	MEDIAN
ATTENDING	DONORS	GIVEN	GIFT	80 PER CENT	GIFT
0	419	\$81,505	\$195	\$127	\$50
1	52	18,096	348	208	98
2	43	11,846	275	189	115
3	36	16,620	462	163	105
4	6	3,826	638	190	205
Unk	48	1,933	40	31	30
Total	604	\$133,826	\$222	\$101	\$50

The thirty-six alumni whose spouse's mother attended gave a median gift of \$50 and a mean of \$210, compared to the median gift of \$57 and mean of \$249 for the four hundred seventy-six whose spouse's mother did not attend. Table XIX presents the complete data.

Any parent or child. This item was the total number of parents of either husband or wife who had attended Central College added to the number of their children who attended. The purpose was to combine the number of contacts the giving unit had with the college through close relatives who attended.

The 302 who had no contact with the college through attendance by a parent or child had a median gift of \$46 and a mean of \$409, while the one hundred five with two contacts had given a median gift of \$73 and a mean gift of \$213. The forty-four having three contacts gave a median gift of \$98 and a mean of \$399, and the eleven with four contacts giving a median of \$195 and a mean of \$701. The data are shown in Table XX on page 46.

Comparison of Top Half with Lower Half

Method. The donors were again sorted into the various categories of information and divided into two groups based on total giving during the five-year period studied. The number of responses in the top or lower half of each division of the category was counted and converted to percentages of the total responses to all divisions of that category. In addition, the percentage of responses to a particular division of a category which appeared in the top half was determined.

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY ATTENDANCE OF
ALUMNUS' PARENTS

PARENT	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN Γ GIFT
Alumnus' father		·			
Attended	67	\$15,026	\$224	\$100	\$65
Did not attend	489	116,867	239	111	55
Unknown	48	1,933	40	31	30
	604	\$133,826	\$222	\$101	\$50
Alumnus' mother			•		
Attended	77	\$15,588	\$202	\$105	\$46
Did not attend	479	116,305	243	112	60
Unknown	48	1,933	40	31	30
	604	\$133,826	\$222	\$101	\$50
Spouse's father					
Attended	35	\$21,896	\$626	\$132	\$70
Did not attend	477	104,086	218	111	56
Single: unknown	92	7,844	85	56	35
	604	\$133,826	\$222	\$101	\$50
Spouse's mother					
Attended	36	\$7,570	\$210	\$98	\$50
Did not attend	476	118,412	249	113	57
Single; unknown	92	7,844	85	56	35
J •	604	\$133,826	\$222	\$101	\$50

TABLE XX

ALUMNI CONTRIBUTIONS TO CENTRAL COLLEGE
GROUPED BY NUMBER OF CHILDREN
OR PARENTS WHO ATTENDED

CHILDREN OR PARENTS	NUMBER OF DONORS	DOLLARS GIVEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
	200	Aug. 100	A150	A o o	
0	302	\$46,122	\$153	\$88	\$46
1	93	37,997	409	167	80
2	105	22,376	213	129	73
3	ЦЦ	17,559	399	153	98
4	11	7,714	701	495	195
6	1	125	125		125
Unk	48	1,933	40	31	30
Total	604	\$133,826	\$222	\$101	\$50

Location. Greater participation by alumni closer to McPherson and reduced participation by those in distant areas was found. Of the eighty-one alumni living in McPherson who gave, sixty-two, or 76.5 per cent, ranked in the top half of givers. Giving by alumni in Zone 4, living more than 500 miles from McPherson, dropped 41.7 per cent from the lower half to the upper half. The totals are shown in Table XXI.

TABLE XXI

NUMBER OF ALUMNI WHO CONTRIBUTED TO

CENTRAL COLLEGE GROUPED

BY LOCATION

	NUMBER O	NUMBER OF DONORS		TO TOTAL	TOP HALF
LOCATION	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CENT OF GROUP
Zone l	19	62	6.3	20.5	76.5
Zone 2	20	34	6.6	11.3	63.0
Zone 3	135	132	44.9	43.7	49.4
Zone 4	<u>127</u>	74	42.2	24.5	36.8
	301	302	100.0	100.0	
Unknown	1		•		

Number of years attended. More people who had attended three years or more were represented in the top half than were in the lower half. In the top half, 41.6 per cent of the gifts came from people who attended three years or more; and 28.8 per cent in the lower half. The majority of gifts of people attending only one or two years ranked in the lower half of gifts. The complete data on this item are shown in Table XXII.

TABLE XXII

NUMBER OF ALUMNI WHO CONTRIBUTED TO

CENTRAL COLLEGE GROUPED BY

NUMBER OF YEARS ATTENDED

	NUMBER OF DONORS		PER CENT	PER CENT TO TOTAL		
YEARS	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CENT OF GROUP	
1	69	55	22.8	18.2	44.4	
2	146	121	48.4	40.2	45.3	
3	41	55	13.6	18.2	57.3	
4	22	43	7.3	14.2	66.2	
5	13	16	4.3	5.3	55.2	
6	8	10	2.6	3.3	55.6	
7	3	1	1.0	.3	25.0	
8		1		3	100.0	
	302	302	100.0	100.0		

Church affiliation. More people attending a Free Methodist church were represented in the top half of all givers than were in the lower half, and proportionately, giving by non-Free Methodists dropped off, as shown in Table XXIII.

NUMBER OF ALUMNI WHO CONTRIBUTED TO
CENTRAL COLLEGE GROUPED BY
CHURCH AFFILIATION

RESPONSE	NUMBER OF DONORS		PER CENT TO TOTAL		TOP HALF
	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CEN' OF GROU
Yes	172	223	62.6	75.6	56.4
No	103 275	<u>72</u> 295	37.4 100.0	24.4 100.0	41.1
Unk	27	7			

Years since leaving. Among people who had been gone for fifteen years or more, more than half ranked in the top half of donors. The trend was generally for a larger share of donors to be included in the top half the longer it had been since they attended. The median number of years since leaving was eighteen for those in the lower half and 28 for those in the top half. Of top half contributions, 80.0 per cent came from people who had been gone 15 years or more, compared with 62.8 per cent for the lower half. Of donors having been gone fourteen years or fewer, 19.2 per cent ranked in the top half, and 37.2 ranked in the lower half. This is shown in detail in Table XXIV.

TABLE XXIV

NUMBER OF ALUMNI WHO CONTRIBUTED TO

CENTRAL COLLEGE GROUPED BY

YEARS SINCE LEAVING

NUMBER	NUMBER OF DONORS		PER CENT	TOP HALF	
OF YEARS	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CENT OF GROUP
0- 4	37	10	12.3	3.3	21.3
5- 9	38	18	12.6	6.0	32.1
10- 14	37	30	12.3	9.9	44.8
15- 19	46	48	15.3	16.0	51.1
20- 24	24	28	7.9	9.3	53. 8
25- 29	24	25	7.9	8.3	51.0
30- 34	23	32	7.6	10.6	58.2
35- 39	31	46	10.3	15.2	59.7
40- 44	24	46	7.9	15.2	65.7
45- 49	17	17	5.6	5.6	50.0
50	1	2	.3	.6	66.7
	302	302	100.0	100.0	

Grade point average. Only slight variation was found in this factor, in comparing the two halves of givers. The median grade point average for the lower half was 2.84 (A = 4.00); for the two half, 2.88. The small group of thirty-eight donors with grade point averages between 1.00 and 1.99 showed a decrease in the top half; the 2.00 to 2.99 group showed a slight increase, as shown in Table XXV.

NUMBER OF ALUMNI WHO CONTRIBUTED TO CENTRAL COLLEGE GROUPED BY GRADE POINT AVERAGE

TABLE XXV

GRADE	NUMBER OF DONORS		PER CENT	TOP HALF	
POINT AVERAGE	LOWER HALF	TOP HALF	LOWER HALF	TOP	PER CENT OF GROUP
3.00- 4.00	131	132	43.4	43.7	50.2
2.00- 2.99	144	150	47.7	49.7	51.0
1.00- 1.99	27	19	8.9	6.3	41.3
below 1.00		1		3	100.0
	302	302	100.0	100.0	

Occupation. Occupational groups of self-employed and students were found to be the extremes of high and low representation in the top half of donors. The group of people employed in government jobs dropped from a ranking of third in dollars to seventh in top-half participation, indicating that data within the group were skewed more than that of most groups. Data are ranked by percentage of the group which appeared in the top half, and shown in Table XXVI.

TABLE XXVI

NUMBER OF ALUMNI WHO CONTRIBUTED TO

CENTRAL COLLEGE GROUPED

BY OCCUPATION

	NUMBER O	F DONORS	PER CENT	TO TOTAL	TOP HALE
	LOWER	TOP	LOWER	TOP	PER CENT
OCCUPATION	HALF	HALF	HALF	HALF	OF GROUE
Self-employed	12	30	4.5	10.2	71.4
Office	6	12	2.3	4.1	66.7
Social services	7	12	2.6	4.1	63.2
Agriculture	16	25	6.0	8.5	61.0
Government	11	17	4.1	5.8	60.7
Professional	16	24	6.0	8.2	60.0
Education	60	7 5	22.6	25.5	55.6
Trades	38	41	14.3	13.9	51.9
Business	20	17	7.5	5.8	45.9
Military	5	4	1.9	1.4	44.4
Christian service	47	31	17.7	10.5	39.7
Student	28	_6	10.5	2.0	17.6
	266	294	100.0	100.0	
Unknown	36	8			

Subsequent attendance at another institution. Alumni who had attended another institution after leaving Central College represented a smaller share of donors in the top half than in the lower half. Among donors who had not attended another institution after leaving Central College, 57.4 per cent ranked in the top half. Among those who did attend another institution, only 51.5 per cent ranked in the top half.

TABLE XXVII

NUMBER OF ALUMNI WHO CONTRIBUTED TO CENTRAL COLLEGE
GROUPED BY WHETHER OR NOT ALUMNUS
ATTENDED ELSEWHERE

	NUMBER OF DONORS		PER CENT	TO TOTAL	TOP HALF
	LOWER	TOP	LOWER	TOP	PER CENT
ATTENDANCE	HALF	HALF	HALF	HALF	OF GROUP
No	81	109	38.2	44.0	57.4
Yes	131	139	61.8	56.0	51.5
	212	248	100.0	100.0	
Unknown	90	54			

Children. Alumni whose attendance at Central College had been followed by that of one or more of their children were represented in the top half of donors at nearly twice the rate of those alumni who had not had children attend. The rate was 71.5 per cent for alumni with children attending, ranging from 71.1 per cent for alumni with one child attending to 83.3 per cent for those with four children attending, compared with 36.5 per cent for those who had not had a child attend Central College. Table XXVIII shows complete data.

NUMBER OF ALUMNI WHO CONTRIBUTED TO CENTRAL COLLEGE
GROUPED BY NUMBER OF CHILDREN
WHO ATTENDED

NUMBER	NUMBER OF DONORS		PER CENT	TOP HALF	
OF CHILDREN	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CENT OF GROUP
0	226	193	85.3	66.3	36.5
1	15	37	5.6	12.7	71.1
2	10	33	3.8	11.4	76.7
3	13	23	4.9	7.9	63.9
4	1	5	- 4	1.7	83.3
	265	291	100.0	100.0	

Marital status. Married couples, of which both husband and wife had attended, ranked in the top half of all givers in greater percentage than either single persons or couples of which only one member was an alumnus, with 59.8 per cent of their group appearing in the top half, compared with 43.3 per cent for alumni married to non-alumni. Complete data are shown in Table XXIX.

TABLE XXIX

NUMBER OF ALUMNI WHO CONTRIBUTED TO

CENTRAL COLLEGE GROUPED BY

MARITAL STATUS

		NUMBER OF DONORS		PER CENT	TO TOTAL	TOP HALF
	ITAL ATUS	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CENT OF GROUP
Married to	non-alum	nus 187	143	61.9	47.5	43.3
Married to	alumnus	90	134	29.8	44.5	59.8
Single		_25	_24	8.3	8.0	49.0
		302	301	100.0	100.0	
Unknown			1			

Parents. Alumni whose father or spouse's father attended were represented in the top half of all givers to a greater degree than those whose father or spouse's father had not attended, or whose mother or spouse's mother had attended Central College. Complete data are shown in Table XXX.

Any parent or child. There was a clear trend toward greater top-half participation by those with one or more contacts with the

NUMBER OF ALUMNI WHO CONTRIBUTED TO CENTRAL COLLEGE
GROUPED BY ATTENDANCE OF
ALUMNUS' PARENTS

	NUMBER OF	DONORS	PER CENT	TO TOTAL	TOP HALF
	LOWER	TOP	LOWER	TOP	PER CENT
PARENT	HALF	HALF	HALF	HALF	OF GROUP
Alumnus' father					
Attended	32	3 5	12.1	12.0	52.2
Did not attend	233	256	87.9	88.0	52.4
	265	291	100.0	100.0	
Unknown	37	11			
Alumnus' mother					
Attended	43	34	16.2	11.7	44.2
Did not attend	222	257	83.8	88.3	53.6
	265	291	100.0	100.0	
Unknown	37	11			
Spouse's father					
	16	10	6 5	2 1	E11 2
Attended Did not attend	16 231	19 247	6.5 93.5	7.1 92.9	54.3 51.7
Did not attend	247	فعمين	-		21.7
C:1-	247 25	266 24	100.0	100.0	
Single Unknown	30	. 12			
Offkilowif	30	• 12			
Spouse's mother					
Attended	19	17	7.7	6.4	47.2
Did not attend	227	249	92.3	93.6	52.3
	246	266	100.0	100.0	
Single	25	24			
Unknown	31	12			

college through attendance by either parents or children. The figures are shown in Table XXXI.

TABLE XXXI

NUMBER OF ALUMNI WHO CONTRIBUTED TO CENTRAL COLLEGE
GROUPED BY NUMBER OF CHILDREN
OR PARENTS WHO ATTENDED

CHILDREN OR PARENTS	NUMBER OF DONORS		PER CENT	TOP HALF	
	LOWER HALF	TOP HALF	LOWER HALF	TOP HALF	PER CEN
0	149	113	59.6	42.5	43.1
1	36	57	14.4	21.4	61.3
2	46	59	18.4	22.2	56.2
3	16	28	6.4	10.5	63.6
4	3	8	1.2	3.0	72.7
6		1			
	250	266	100.0	100.0	
Unk	52	36	•	-	

CHAPTER IV

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The base population of the study consisted of the six hundred four alumni of Central College, McPherson, Kansas, who contributed to the college at any time during the years 1960 through 1964. The purpose of the study was to examine factors about these alumni contributors and see how the characteristics of above-average givers compared with those of below-average givers.

The questions which formed the statement of the problem were answered by making a simple comparison between the performance of alumni having the characteristic under study and the performance of those who did not meet this characteristic. Data came from sources within the college and from direct questionnaire, and were processed by means of an IBM tabulating card system.

No more than three hundred twelve of the six hundred four persons in the study gave during any single year. There was a total of 1,514 annual gifts ranging in size from \$1 to \$6,000, with a median annual gift of \$28 and a mean annual gift of \$88. The median five-year total gift was found to be \$50. The mean five-year gift was \$222 and the mean of the center 80 per cent of five-year gifts was \$101. The findings related to each question which appeared as part of the statement of the problem are stated below.

Subsequent attendance at another institution. Alumni who attended another institution after leaving Central College gave less than those who did not, a median gift of \$52 compared to \$70 for those who had not gone on.

Number of semesters attended. There was a general trend for greater giving by those who attended longer. The median gift of those who had attended five semesters or more did not drop below the median for all donors except for a small, statistically unreliable group of four donors who attended fourteen semesters.

Grade point average. There was a trend toward more giving by respondents with better grade point averages than by those with lower grade point averages. There was also better participation by those with higher averages. Of the six hundred four subjects in the study, only forty-seven had grade point averages less than 2.00. Two hundred ninety-four had averages between 2.00 and 2.99, while two hundred sixty-three had averages of 3.00 or above. This is not a normal grade distribution.

Occupations. The occupational category with the highest median gift was that of self-employed persons, with a median gift of \$204. Following this were office workers with a median of \$92, government employees with a median of \$82, and persons in agriculture, education, and social services with medians of \$75. The low groups were students with a median of \$20 and persons in Christian service with a median gift of \$40. Education was the group with the largest total number of

respondents, reflecting a traditionally favorite occupational choice of Central College alumni.

Years since attending. Median contributions by alumni who had been away from the institution less than fifteen years did not exceed the median for all givers, while median contributions by alumni having been away more than fifteen years were not less than the median for all givers.

Attendance by parents. This item seemed to have very little effect on the amount of giving. Alumni whose father or spouse's father had attended gave slightly more than those whose father or spouse's father had not attended. Those whose mother or spouse's mother had attended gave slightly less than other givers.

Children. A general trend was found between size of gift and the number of an alumnus' children who had attended. Median gifts ranged from \$98 to \$205 for persons with children having attended, compared to \$50 for those who had not had children attend.

Church affiliation. Alumni attending the Free Methodist Church gave at more than twice the rate of non-Free Methodists and accounted for fifty-one of the sixty largest gifts.

Location. A close relationship between proximity to the campus and size of giving, whether measured by median or mean, appeared.

Alumni residing in McPherson out-contributed all alumni five-fold.

Conclusions

1) The basic element of every factor showing a relationship with giving was the amount of contact an alumnus had with Central College. There were two kinds of contact, quantitative and qualitative. Those of a quantitative nature were: length of time spent at the institution, geographic proximity, whether or not spouse or children attended, church affiliation and length of time since leaving. These quantitative factors would have an effect on how often an alumnus thinks about the college.

The qualitative factors were: the capacity to give as measured by occupation or the absence of competing loyalties which could result from attendance at other schools and the carry-over of relative academic success as measured by grade point average. These would partly determine how an alumnus feels toward the school and to what extent he acts on these feelings.

- 2) Comparison of the unknown items of information between tophalf givers and lower-half givers shows that there was greater contact
 with those in the top half. There were three hundred seventy-eight bits
 of information missing from data in the lower half, and one hundred
 sixty-three from the top half. Whether this was a cause of better giving
 or a result of it would not be answered by this study. It does, however,
 tie in with the overall trend of greater giving by those with whom the
 institution had more and closer channels of communication.
- 3) Alumni who subsequently attended another institution after leaving Central College gave less than those who had not gone on for

further education. During the years under study the percentage of Central College students going on to another school was about 75 per cent, and had been increasing regularly for many years. Continuation of this trend will decrease the potential giving base from which the college draws support.

- 4) Alumni who had attended Central College five semesters or more gave more than those who attended four semesters or less. With the discontinuation of the high school department, no student will attend Central College more than four semesters. This will eventually mean a dilution of the base of support.
- 5) The curricular offerings of the college can influence the base of giving. The study showed that contributions from the various occupational sources varied widely. The occupational mix of the alumni constituency is an important factor in determining the amount of financial support which can be attracted to assist the institution.

 Over the years, change in this occupational mix can increase or decrease the base of alumni support.
- 6) The characteristics of above-average givers differ from those of below-average givers. These differences can be identified and measured through use of quantifiable data.

Recommendations for Further Study

With the great needs and challenges facing higher education and with willingness to help with the financial requirements shown by alumni

of both public and private colleges, it remains only to choose methods for effective solicitation. The need for application of contemporary business techniques to this task was stated in Chapter II. This might be done through extension of this study in any of several ways discussed below.

Predictive factors. Data developed in the study could be taken one step further by determining those factors which have a correlation to above-average giving by refined statistical analysis and then seeing if they could be used to help the college development office isolate propects for giving from the group of alumni who do not give.

There were four factors which the college would have available for nearly all alumni: grade point average, location, number of semesters attended and number of years gone. The availability of these items might make them useful for this kind of analysis if they had in combination a correlation stronger than singly.

This concept was tested by simple comparison. For each item, a point separating better-than-typical giving from the ordinary was chosen. The alumni in the group measured had: 1) a grade point average of 2.50 or higher, 2) attended Central College five or more semesters, 3) been gone fifteen years or more, and 4) were currently living within Zone 3.

The donors meeting all these requirements were separated and their composite giving determined, which ranked them considerably above all givers, with a median five-year gift of \$125 and a mean five-year gift of \$357. These were further categorized by sex, and again by marital status, as shown in Table XXXII.

TABLE XXXII

CONTRIBUTIONS TO CENTRAL COLLEGE
BY ALUMNI MEETING THE
FOUR-ITEM CRITERION

GROUP	NUMBER OF DONORS	DOLLARS GI VEN	MEAN GIFT	MEAN GIFT OF CENTER 80 PER CENT	MEDIAN GIFT
Requirements met Others	83	\$29,599	\$357	\$223	\$125
	<u>521</u>	104,227	200	87	50
	604	\$133,826	\$222	\$101	\$50
Men Women	41 42 83	\$18,488 11,111 \$29,599	\$451 264 \$357	\$291 172 \$223	\$160 80 \$125
Married Both attended Husband only Wife only Single women	25	\$14,160	\$566	\$401	\$295
	16	4,328	270	89	80
	36	9,469	263	151	72
	6	1,642	274	260	262
	83	\$29,599	\$357	\$223	\$125

This criterion, or a similar one, could be used to select a population from the group of non-giving alumni, and from the remainder two control groups could be selected at random. The study group and one control group could be sent a matched series of fund-raising mailings, or any other promotional device, and compared results might show if the criterion had a predictive capability of practical value. The unused control group would test the effect of the promotional device; the other two groups would measure differences in the giving potential of the alumni as sorted out by the four-item criterion.

Repeat on similar data. The study could be, and should be, repeated using data from another school. Since each alumni group is as different as the people who make it up, the results might vary from this study. However, since so little work has been done in the area, the effort would be useful.

Other factors that should be examined. A factor that might have as great an influence as some of the others is attendance at the college by siblings of the alumnus. This should be done in a way to note if there was concurrent enrollment, and if the sibling was of the same or different sex as the donor. Another factor would be degree of participation in extra-curricular activities. A student with greater involvement in campus life might develop a sense of identity with the institution which would result in greater giving in later years.

Compare with non-givers. An analysis of characteristics of non-givers, particularly if done in depth, might point out correctable

deficiencies in either the fund-raising program or the academic program of the institution. Approximately 75 per cent of Central College alumni did not give at all during the period studied. The reasons for this lack of involvement, during a time of affluence and wide-spread alumni giving should be examined to see if these reasons are within the control of the institution.

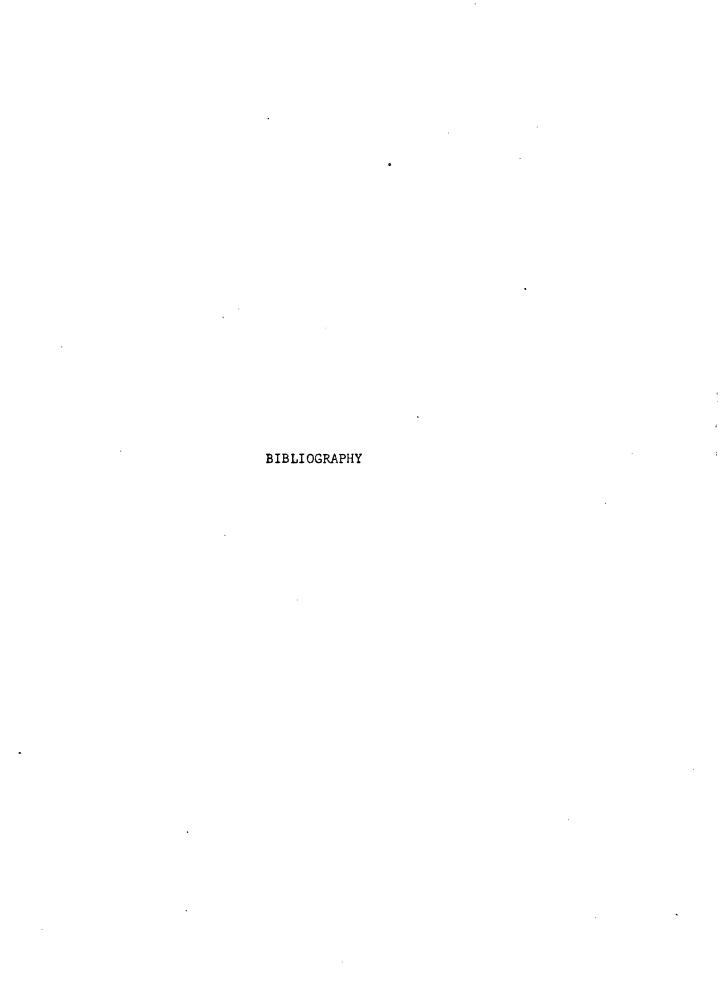
Recommendations Applicable to Institutional Fund-Raising

The major efforts should be directed to that portion of the constituency which shows the most likelihood of response, or greater-than-average response. While all alumni should regularly receive high-quality informative material about their school, intensive efforts should be reserved for those groups within the constituency where return will be maximized, utilizing the fund-raising dollar to best advantage.

Information, such as the results of this study, can be used to direct the efforts to the most receptive group of alumni.

The unique interests of the various homogenous groups of alumnican be appealed to through specialized approaches. For example, high grade point average alumni might respond to solicitation for library books or scholarships, while a program to upgrade business education laboratories might appeal to single women in office occupations. Such an effort would relate the appeal to something of interest to the alumnus.

Above all, the fund-raising effort must never become an end in itself. As an adjunct to the administrative process, its goal is to better serve the student, the institution's reason for being.



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APPENDIX

	,
1	Major occupation of the head of your household during 1960-64
	If retired, fill in your occupation before retirement in this block
2	check those of your family who attended Central at any time Children (number)
	your your spouse's spouse's mother father mother
3	Did you attend the Free Methodist Church during 1960-64? Yes No
	Do not sign your name. THANK YOU! YOUR PARTICIPATION HELPS BUILD A BETTER CENTRAL COLLEGE!



Central Research Project
% R. WALTERS
1539 ASBURY
ST PAUL, MINN 55108

Front and back of the questionnaire

Your reply may have gotten lost in the Christmas rush ... or if you have been too busy to reply... we will appreciate having your response.

THANK YOU!

Above: Card enclosed with questionnaire when sent the second time to follow up on non-respondents.

Next page: Letter sent with questionnaire.

CENTRAL COLLEGE

SPECIAL RESEARCH PROJECT

Dear Friend.

YOU HAVE THE ANSWERS...

...and we need your help! A few items of information are needed to carry out a study of a special group of Central College alumni. Would you help us by filling out and returning the enclosed card?

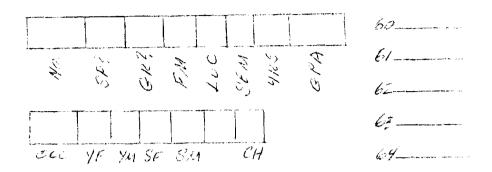
All information remains anonymous and confidential. (The number on reverse of card is to make sure we do hear from everyone- we <u>must</u> have 100% response.)

Data will be useful in self-study evaluation being done as the college seeks regional accreditation, as well as for this project.

Thanks for your help!

Richard P Walters

P.S. If you haven't been on Central's campus recently, treat yourself to a visit. You will be excited about the many new developments taking place!



Card used to accumulate data.

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Typical tabulating card used to process data.

Column Headings of Table XXXIII

- Did alumnus graduate from another institution after leaving Central College? y = yes, n = no, blank = unknown.
- 2. Did alumnus attend a Free Methodist church during the period under study? y = yes, n = no, blank = unknown.
- 3. Number of children who attended Central College.
- 5. Attendance at Central College by alumnus' mother. x = attended, /= did not attend. blank = unknown.
- 6. Attendance at Central College by spouse's father. x = attended, / = did not attend, blank = unknown.
- 7. Attendance at Central College by spouse's mother. x = attended, / = did not attend, blank = unknown.
- 8. Sum of positive responses to items 4 through 7.
- 9. Attendance at Central College by alumnus' spouse. 2 = attended, 1 = did not attend, blank = unknown, blank in column 9 and columns 6 and 7 = single person.
- 10. Location by zone. 1 = city of McPherson, 2 = within 60 mile radius of McPherson, 3 = within 500 mile radius of McPherson, 4 = beyond 500 mile radius of McPherson.
- 11. Number of semesters alumnus attended Central College.
- 12. Number of years since attending Central College.
- 13. Grade point average earned at Central College. 4.00 = A.
- 14. Occupation:

15. Contributions during 1960.

- 16. Contributions during 1961.
- 17. Contributions during 1962.
- 18. Contributions during 1963.
- 19. Contributions during 1964.
- 20. Total contributions, 1960 through 1964.
- 21. Contributor number.

TABLE XXXIII

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Sample of machine print-out.