

CSULB donations increase by 35%

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LONG BEACH - Cal State Long Beach saw a 35 percent jump in giving last fiscal year as a result of its increased fundraising staff and enhanced alumni outreach efforts, the university announced Monday.

During the 2006-2007 fiscal year, the university raised \$27.3 million, up from \$20.2 million the previous year. The university's goal for the year had been about \$26 million, said CSULB President F. King Alexander.

The university's decision to increase the number of fundraising staff members was part of "ramping up our development efforts," including boosting contacts with alumni, he said.

The fundraising staffers "are actually off-campus three times as much as they were in the past, connecting with our alumni, encouraging their participation and just being more active in the field," he said.

CSULB has updated its alumni database and more aggressively connected with alumni and parents of current students, he said.

The university's alumni magazine about two years ago had a circulation of 70,000. That has been increased to 235,000 people, including alumni and parent donors, he said.

"We've done a complete assessment of our alumni base," he said. "And we have a much better idea of where many of our prospective donors are, what they have been doing and how we can reconnect and share common interests," Alexander added.

The CSULB endowment grew by \$5.7 million last year, the largest one-year increase in the university's history. Now standing at more than \$35 million, the endowment funds student scholarships, faculty chairs and other programs, he said.

"I also attribute (the improved fundraising numbers) to the fact that we do have wonderful alumni and friends who are more eager to not only find out about our momentum as a university, but join in on the success of our campus," Alexander said.

The total number of gift transactions increased by 8.2 percent over the 2005-2006 fiscal year. The campus saw a 7 percent increase in the number of alumni donors and a 31 percent jump in the number of parent donors over the same time period, CSULB officials reported.

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