

Ideals to Philanthropic Action: The 2008 Senior Campaign

BY BRETT KISTNER '08

IT IS NO SURPRISE THAT OLES go on to do great things. St. Olaf College provides its students with rigorous academics grounded in a faithful awareness of the body and soul. In order for the college to maintain these commitments, it is important that St. Olaf students understand the importance of philanthropy. Peter Schattauer '08 and Maggie Matson '08, who led the most recent Senior Giving Campaign, hoped to instill that sense of philanthropy in the Class of 2008.

"It is important to recognize the privileges we had at St. Olaf," says Matson, who majored in studio art and American studies. "A lot of what we enjoyed about life at St. Olaf was provided through alumni gifts."

Schattauer, a religion and political science major, adds, "as alumni, it's time to start intentionally thinking about the way our values are reflected in the way we spend our money. I think that a gift to St. Olaf College shows an Ole's commitment to the values of this institution."

Helping the senior class along in their campaign were President David R. Anderson '74 and his wife, Priscilla Paton. As in past senior campaigns, when the graduating class met benchmarks in its goal, Anderson and Paton donated to Partners in Annual Giving as well.

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"It was heartwarming to see graduating seniors begin their lifetime of support of our college while they were still students and, thirty-four years after my own graduation, to be able to partner with the Class of 2008 to help make a St. Olaf education possible for the next generation of Oles," says Anderson.

Over the course of the campaign, 543 members (78.7%) of the Class of 2008 pledged a total of \$13,757 to Partners in Annual Giving — nearly \$4,000 over their goal. It is the largest senior campaign amount in four years and is the largest gift this fiscal year from all classes up to 10 years out. 🦉

2008 Senior Gift Campaign co-chairs Maggie Matson and Peter Schattauer.

BY THE NUMBERS

At St. Olaf in 2007-08:

12,809

alumni, parents and friends of the college gave \$3,901,989 to support current and future Oles

76%

of the Class of 1961 made a gift to Partners in Annual Giving — a new non-reunion record!

63%

of the Class of 1958 raised a record \$279,431

13

classes had 45% (or more) alumni participation. Thank you and congratulations to the classes of 1945, '48, '49, '51, '52, '53, '54, '55, '58, '59, '63 and '74!

8

classes raised \$100,000 or more. Congratulations and thank you to the classes of 1950, '58, '59, '60, '68, '71, '74 and '78!

Many classes have doubled, tripled and even quadrupled their number of alumni volunteers. Thank you and congratulations to the classes of 1980, '85, '90, '91, '95, '96, '01, '02 and '07!

THANKS TO OLES EVERYWHERE
FOR SUPPORTING
Partners in Annual Giving,
THE ST. OLAF ANNUAL FUND!

Give: to put into the possession of another for his or her use. — Merriam-Webster

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