Why Alumni Giving Makes A Difference

1. Did you know that tuition alone doesn’t cover the entire cost of an Elon education?

   Gifts made by alumni help contribute to the education of our current students when their tuition costs expire. This financial commitment helps our students have the full Elon experience that we did!

2. Did you know that a gift of any size contributes to Elon’s national reputation and the value of your degree?

   A gift of any size demonstrates a belief in Elon and commitment to keep making Elon stronger. That’s why national rankings like U.S. News & World Report consider alumni giving into their formulas; alumni gifts represent a proxy for alumni satisfaction. The percentage of alumni giving is the measured factor.

   Elon finished its last fiscal year at 22% giving. Comparatively, Wake Forest University, Vanderbilt University and Georgetown University all completed their fiscal year at 26%. As we look to build upon the legacy of Elon as alumni, we can play an important role in Elon’s national ranking which only helps to strengthen the value of our degree!

   Did you know that only 250 gifts of any size from alumni increase the alumni participation by 1 percent! With over 30,000 alumni, Elon has a tremendous opportunity to increase its giving percentage and national ranking.

3. Did you know that because of financial gifts by alumni, there are a vast amount of scholarship opportunities for students at Elon to continue their education?

   Scholarship opportunities like the Black Alumni Network Scholarship, Watson & Odyssey Scholarship, & Gail H.LaRose Scholarship, help not only attract students from diverse backgrounds to Elon but help keep them at Elon! As you know, Elon is a best value institution but even being a best value institution means that it can still be unaffordable for many. By contributing to a scholarship, alumni play a direct role in the recruitment and retention of students from a variety of backgrounds to be a part of the Elon community. Elon thrives because of the talented perspectives from all students no matter their background. You can play a critical role in continuing the atmosphere, scholarship and financial support that is essential here at Elon.

   Without scholarships, some students would not be able to attend Elon. Each time you give to a student scholarship, you are paying it forward by providing another student the opportunity to have an Elon experience like yours.
4. Did you know your gift immediately helps support the fundamental programs and experiences at Elon?

Annual gifts of any size received are spent in the same year upon receipt. Once a gift is received, it immediately goes to work to support the best of Elon – quality academics, outstanding faculty, premier facilities, study abroad, internships, undergraduate research, service learning, leadership opportunities, and much more!

5. Did you know that gifts under $50 brought in nearly $324,000 to the university during 2013-2014 and gifts of $100 or less totaled more than $576,000?

The size of a gift plays a cumulative role! Collectively donors contributed more than $6.2 million in cash gifts to the annual funds during 2013-2014. Your gift makes a difference no matter what the size!

6. Did you know that Elon receives no financial support from the state of North Carolina?

As a private liberal arts institution, Elon does not receive financial support from the state of North Carolina like many institutions. It is because of the philanthropic support of alumni, parents, friends and others that Elon receives financial support.

7. Did you know that residence halls are not funded through donations?

Because of housing fees, residence halls have a revenue stream. Thus, building new residence halls is funded through low-debt bonds, not through donations. On the other hand, building facilities such as the School of Communications are funded through donations because there is not a revenue stream coming from student fees.

8. Did you know that your gift to Elon is actually increasing the value of your degree?

With additional financial support, Elon is able to develop and run more high-level, engaging programs to attract the best and brightest students. As the caliber of the university continues to increase, Elon gains more national prominence and your degree from Elon only looks better.