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07/31/1987 - EIU Enlarges Campaign

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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

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FOR IMMEDIATE RELEASE (July 31, 1987)

CHARLESTON, ILL.--Eastern Illinois University plans to enlarge its campaign for private financial support through staff reassignments, according to Dr. Daniel E. Thornburgh, Director of University Relations and Executive Officer, EIU Foundation.

No additional personnel, Thornburgh said, will be involved in the changes effective August 1.

"As we move toward a successful conclusion of the initial phase to develop a fully matured fund raising program by Eastern's Foundation, we will redirect part of our existing resources in order to place more emphasis on major gifts, trusts, and bequests," he said.

Under the plan, Charles Ross, Director of Development, will concentrate his efforts in the area of overall campaign responsibility, planned giving through wills and trusts, and major gifts.

Charles Titus, who has worked with alumni programs at Eastern since 1972, will oversee the receipting operation of the Foundation and undertake assignments in the areas of corporate and foundation giving.

Titus will continue his duties with the commencement office, as Secretary of the EIU Foundation and as manager of Brainard House, the Foundation's building located at 1548 Fourth Street.

Audrey B. Dumentat, director of annual giving, will be assigned additional duties as Acting Director of Alumni Services. In that role she will administer alumni programs, including Homecoming and the EIU Alumni Association.

"The Alumni Association now includes all former students of Eastern. We look forward to the larger association being more involved," Thornburgh said.

Ross, Titus and Dumentat will continue to report directly to Thornburgh.

Eastern began its full time fund raising programs in 1984 with the establishment of an Office of Development. In 1985, the University launched its Tenth Decade campaign, a five year, \$5 million development effort "which is well on its way to reaching its goal." according to Thornburgh.

"The Tenth Decade Campaign, designed to "Endow Excellence at Eastern," has been underway for 31 months, just over half of the time allotted to the campaign. Total gifts to date amount to \$3,476,518 or 69.5 per cent of the goal."

"It appears that we will exceed the \$5 million we are seeking by at least early 1988. Our efforts will not stop, however. An ever greater need exists for private financial support since the budget cuts by the State of Illinois," Thornburgh said.