



**the Alumni Challenge**



## *the Challenge...*

Last year an anonymous Portland businessman told the Pacific University Alumni Association that he would make a personal gift of \$10,200 to the Alumni Fund if alumni increased their giving. For each 1% increase in number of alumni who gave to the Fund, he promised he would give \$600.

As a result of the "Challenge," alumni giving jumped 6% last year, and in July the challenger presented the University with his check for \$3,600. Total alumni giving swelled to \$23,000.

In order for Pacific to earn the balance

of the challenger's pledge, the alumni participation must increase from last year's 14% to an unprecedented 25% this year. In numbers, this means that over 600 additional alumni must make gifts to the 1965 Fund.

Each gift this year, regardless of size, will be significant in reaching the 25% goal. If you gave last year, your help is needed again in order to maintain the strong base of support. If you are about to make your first gift, rest assured that it will mean more now than ever before.

# *Alumni make the difference...*

Your gift will help to replace the existing Carnegie Library which was built in 1912 to accommodate 200 students and 15,000 books. The new library will house 200,000 volumes and provide ample seating space for a student body of 1500 students. Other features of the new building will be a display room for the University's rare book collection, a micro-film reading room, private study booths, and easy-access to government documents.

In the past two years nearly \$500,000 has been given to this project by busi-

nesses, foundations, churches, trustees, alumni and other individuals. With your help, the goal of approximately \$1,000,000 will be met in the near future.

Your participation in this phase of the University's **Program for the 60's** will make an important difference this year. Your participation will enable the University to smile with pride when business and corporation executives state that the extent of their support will depend on the strength of alumni participation.

Please send your gift today in the enclosed envelope.

*“The most important business in which a people may engage is education.”*

—Abraham Lincoln







Pacific University Alumni Association  
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[Circa 1965]