# Clayton State University

**Additional Funding Request**

## Budget Period 2009-10

**Division/Department:** External Relations/Office of Alumni Relations

**Priority Title:** Alumni Call Center

**Priority Number:** 1

**Funding Requested:** $5,000 X One-Year

**Description of Request:**

1. ***A few sentences describing or explaining or justifying the requested funds.***

The Office of Alumni Relations is working to develop an annual phone campaign. The Office has attempted to use the External Relations Suite, but due to the lack of space and phones, we are only able to have a few callers (2-to-3) on any given night and only for a limited amount of time.

A dedicated Call Center space equipped with phones would allow the Alumni Relations Office to work with the Colleges, Schools, Departments and other programs to develop a year around phone fundraising program.

1. ***Please explain how was the amount determined?***

Total Request: $5,000

Cost would be to contingent on the capabilities of our phone system and the number of phone stations.

1. ***Explain why current budget can’t be redirected.***  
   The non-personnel budget for the Office of Alumni Relations budget is $11,000. All of these funds are being used on supplies and operations of the Office.
2. ***How many individuals will be benefitted or served or impacted?***  
   The entire campus will benefit from the funding. The Alumni Office could work with the entire campus in designing and developing phone campaigns to target alumni-giving for respective units of campus. With the importance of Alumni Giving rates and how they relate to the U.S. News & World rankings, the creation of a Call Center would be strategy to help increase our alumni giving percentages.
3. ***What are the consequences if the funds are not made available?***

There are no consequences. However, it will continue to make implementing an alumni phone campaign difficult.