

An Examination of the Relationship Between
Senior Class Giving Programs and First Year Alumni Giving Rates

Lisa M. Moore

This research studied the relationship between undergraduate senior-class giving programs at universities and first year alumni giving participation rates. This quantitative mail study surveyed 207 private universities across the continental United States. It included universities with traditional undergraduate enrollments between 2,000 and 10,000. The survey included findings for the fiscal years: 1999-2000, 2000-2001, and 2001-2002. Of the 207 universities, responses were received from 130.

The findings were that there was a statistically significant correlation between senior-class giving programs and first-year alumni giving participation rates. In addition, it found a strong correlation between universities with a higher percentage of on-campus students and first-year alumni giving participation rates. There was no significant impact on first-year alumni giving as the result either of the particular individual overseeing each senior gift program or of the amount of money spent per student on the senior gift program.