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### UM alumni raise \$5,800 during phonathon

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# University of Montana

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## MEDIA RELEASE

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### UM ALUMNI RAISE \$5,800 DURING PHONATHON

The University of Montana Excellence Fund Phonathon held March 15-17 raised \$5,800, Gayle Walton, assistant director of the UM Foundation announced Tuesday. Fifty-seven alumni callers received pledges from 168 alums and an additional 500 alumni pledged support without specifying an amount.

"By the time all the outstanding pledges are in we expect to surpass the \$7,500 goal," Walton said.

Beverly Doyle, co-chairman of the event with her husband, Richard, said, "It wasn't only a money-making effort; it was an alumni-contacting effort." She said the phonathon was a way to help generate enthusiasm in the community for the University and also a way to help update alumni records.

The phonathon was held at First Bank Western and was conducted by the UM Foundation and the UM Alumni Association to help the University meet a national goal of \$200,000 for its annual fund-raising campaign.

So far the University has raised over \$150,000, Walton said. More than \$77,000 was raised this fall in Missoula, primarily from the business community.

Additional phonathons are planned in Billings March 29 and in Great Falls April 19-21.

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