

U of M Fraternity helps launch University's Student Giving Program

When Alpha Tau Omega President, Charlie Long, heard about the new Student Giving Program, Common Cents, he knew it was something he wanted his chapter to be a part of. "Alumni and other supporters of the University do so much to ensure that we have a great college experience. This program is a great way for students to learn about private support and actually begin the practice of making gifts back to the University", says Long. Since learning of the new student giving program, the Alpha Tau Omega chapter has already had 77% of their members make a gift to the University.

The support from Alpha Tau Omega comes on the heel of the University announcing the 2010 Common Cents Senior Campaign. This year's graduating seniors can begin their legacy as alumni by contributing to the 2010 Common Cents Senior Campaign and by doing so will receive a special "Memphis blue" cord to be worn during commencement and be recognized in the commencement booklet.

For this year's campaign, seniors are encouraged to make a two-year pledge, meaning they will make the first donation as a graduating senior and then once again during their first year as alumni. Students who choose to participate and make a minimum gift of at least \$20.10 will receive the blue cord to be worn at graduation, and will also become a member of the Common Cents Student Giving Society and be recognized online.

Long says, "Imagine the things we could accomplish if we had 77% participation from the entire student body. Imagine if we had 77% participation from our Alumni."

"For the 2010 campaign, students have selected two great causes for the money," said Jonathan Spiceland, annual giving coordinator. "Part of the funds generated will be used to purchase artwork for the new University Center. The Class of 2010 is also going to provide a scholarship for an incoming freshman."

Spiceland said students must designate their gift to the Common Cents Fund on their giving form for it to count toward these causes.

To learn more about the Common Cents program, get your student group involved, or to make your gift, please visit www.memphis.edu/commoncents. You may also email the office of annual giving at umannualgiving@memphis.edu.