

# Phone-a-thon planned for scholarship fund

By Darryl Richardson  
Contributing News Writer

The UNLV Foundation, the university's academic fund-raising organization, is planning a new telephone campaign designed to raise more money for the university.

Students will be contacting UNLV alumni, past donors and parents of students this spring during "The Rebel Ring" phone-a-thon.

Phone-a-thons are traditionally viewed as the most effective of the university's fund-raising campaigns. They are said to be a good way to maintain contact with alumni as their careers evolve and are also effective in soliciting private funds.

This new campaign has a goal of \$85,000 in pledges, according to Lara Kolberg, director of annual giving for the UNLV Foundation.

"We set the target high as a challenge to ourselves, the student callers and our donors," said Kolberg. "Everyone is revved up and ready to kick off this exciting



new venture. Nothing will be a bigger boost to morale than hearing hundreds of donors say 'yes' this spring."

The project has been endorsed by UNLV President Carol Harter as a large step forward in efforts to increase private donations to the university.

"Together we can make UNLV a quality university," Harter said. "The difference between UNLV and others—the difference between a struggling young public university and a thriving university—is you."

The money pledged during the campaign will benefit the university's annual fund. This fund supports student scholarships, faculty development, special projects, facilities, equipment and fund-raising

administration.

During the 1994-95 academic year, more than \$826,000 was donated to the fund. UNLV Foundation Executive Director John Gallagher hopes to raise \$1 million this year for the annual fund.

Gallagher said now is the time

"to increase the pace to meet the rising costs of high quality academic programs.

"We hope that our alumni and friends will take the time to talk to our student callers, catch up on university news and make a pledge to support UNLV," said Gallagher.

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— John Gallagher,  
UNLV Foundation executive director

## HOMEcoming,

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served.

CSUN President Aaron Rosenthal said of Homecoming, "I thought it went off well although the weather wasn't very conducive for the floats. A lot of new stuff was done, like Street Party and Ideal Rebel and hopefully they can be made a tradition."

Rosenthal, also a member of Sigma Chi, said of Laxague's award, "I'm proud because he's a friend of mine and I think he deserves all the recognition. The fact that he's a fraternity brother and a fellow executive board member is an honor."

Of Sigma Chi's award, Rosenthal added, "It's well deserved. Anytime there's an event or something going on, the fraternity makes it a priority to be involved. The fraternity takes a lot of pride in doing it's best at all events it participates in."

CSUN Vice President Joe Mills said of Homecoming, "I think we had a reasonably good turnout considering it was a day game. All of our entertaining and programming events were well attended and went off without a hitch thanks to the quality of the directors and hard work they put in.

"I'm glad to see that our king and queen are very active and energetic members of the campus community," Mills concluded.

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