RMC PHONATHON ESTABLISHES RECORD-SETTING PACE

For more information: Vicki Davison, Rocky Mountain College annual fund director, 406-657-1005, Vicki.davison@rocky.edu

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BILLINGS – Students at Rocky Mountain College learned that even with an embattled economy, alumni and friends of the college were willing to contribute to scholarships.

“We raised more than $32,000 in one week of making calls during our annual phonathon,” said Vicki Davison, Rocky Mountain College annual fund director.

The amount raised is still growing as return calls are made and pledges come in. The donations ranged from $5 to $1,000.

“Given that most pledges were in the $20-$50 range, that is a lot of phone calls!” Davison said.

“Just starting this position in September, and considering the current economic craziness, I was at first a bit nervous about the possibility of raising money this time of year for an institution of higher education, with so many people who are looking at uncertain futures. I completely underestimated the commitment to Rocky of its alumni,” Davison said.

That establishes a record-setting pace for the year. The Fall phonathon is one of two that RMC conducts.

“If we do as well in the Spring, we’ll beat the previous record,” Davison said. “I am so grateful to everyone who pitched in.”

Davison had high praise for this year’s student callers.

“They were very professional. They knew that potential donors would benefit from hearing from those who are directly helped by their contributions and they made sure they knew how much their donations are appreciated,” Davison said.

The phonathon also served another purpose. Students making the calls also told prospects of all the exciting happenings on campus, Davison noted.

“They had a great time talking about all the new construction and
improvements on campus,” she said.

Among the Rocky students participating were Ryan Newman, Maggie Weber, Jennifer Teton, Angela Milford, Ace Olszowka, Theresa Collins, Lizzie Nordquist, Jessica Siegfield and Amanda Babich.

Not only did these students use their work study hours to help, there were also cash prizes each evening. The two overall highest cash prize winners were Maggie Webber and Ryan Newman.

The phonathon also helps the college update information on its alumni and friends.

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