

University of Illinois

Objective Determine why alumni from one major campus aren't giving

Data Source Online research among alumni

Question *"Why haven't you made a pledge?"*

ThoughtSCAN[®]

<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
not	114
student	156
alumnus	51
university	64

ThoughtTalk *"I did **not** graduate from there. I wasn't a student at UI."*
*"I went to XYZ, not the **University** of Illinois!"*
*"It's **not** my **university**. U of I bought them"*

Results The University had absorbed another smaller university 20 years ago. Appeals were not based on the original school of record, with appeals using the University of Illinois name instead of the original school.
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