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## Students Calling for Loyalty Fund Phonathon Through Oct. 30

Winthrop University

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# Students Calling for Loyalty Fund Phonathon Through Oct. 30

## Quick Facts

- The Loyalty Fund Phonathon goal for the semester is \$225,000.
- Money raised supports the Winthrop Loyalty Fund.

ROCK HILL, S.C. - Nearly 35 Winthrop students have begun contacting alumni and parents to update them on campus activities and to garner their financial support during the **Loyalty Fund Phonathon**.

This semester's goal is to raise \$225,000 in support of the **Winthrop Loyalty Fund**, which provides unrestricted money for academic scholarships, faculty awards and Winthrop Alumni Association initiatives. The campaign will be conducted Monday through Thursday evenings from 6-9 p.m. and will end on Oct. 30.

The annual phonathon is directed by **Katie Langer**, assistant director of annual giving. Each year, the Annual Giving Program stages a Loyalty Fund Phonathon to raise private support from Winthrop alumni, parents and friends. The funds raised from the Phonathon help underwrite important university priorities such as student scholarships, faculty awards, alumni association programming and a variety of similarly important initiatives.

Nearly half of the unrestricted gifts raised annually come directly from the Phonathon efforts.

For more information, contact Langer at the **Office of Development** at 803/323-4746.

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