

SRU's Campus Family Campaign begins Sept. 12

SLIPPERY ROCK, Pa. – Slippery Rock University's sixth annual Campus Family Campaign kicks off Sept. 12. The campaign is the University's primary fundraising program focusing on faculty and staff giving.

“This campaign was established in 2008 as a way for faculty and staff to show commitment and loyalty to SRU by giving back,” said Meagan Reed, director of annual giving for the SRU Foundation Inc. “They can support any cause on campus – from their department fund to a specific scholarship to their favorite athletic team – the important thing is that employees participate.”

University employees have several options for contributing. They can sign up for or increase a current payroll deduction, which automatically deducts the gift from their paycheck. This enables employees to give a larger gift but spread it out over the year, Reed said.

One-time gifts are also accepted by simply sending in a check with the pledge card or visiting 202 Old Main to make a gift in person.

“As always, there are plenty of incentives for SRU employees to give back,” Reed said. “This year's program includes a biweekly drawing for \$5 Sheetz gift cards for those who give a onetime gift, increase their current payroll deduction by at least \$1, or continue with their current deduction. There is also a monthly drawing for a \$50 Giant Eagle gift card. Employees who enroll in payroll deduction for the first time and those who increase their existing payroll deduction by at least \$2 per pay are eligible for the monthly drawing.”

Reed said 59 percent of SRU employees contributed last year, raising \$158,170 for student scholarships, athletics and other causes as designated by the contributors. The goal is to exceed 60 percent participation and raise a minimum of \$160,000 this year, she said.

“The faculty and staff at Slippery Rock University understand the importance of helping students and it's not just in the classroom,” Reed said. “Gifts of any amount make a substantial difference when we all pull together.”

Campus units that reach 100 percent participation are eligible for incentive funding. The SRU Foundation provides a pool of \$10,000 which is divided among the departments that achieve 100% participation. This past year, 9 departments had 100 percent participation and each received \$1,111. Those units that achieve at least 80 percent participation, but not quite the full participation will receive a small monetary award to their department to use for the benefit of students.

“Please get involved,” she said. “Show your sense of community, your pride in your institution and willingness to help those who want to come here to learn and better themselves with a quality education from SRU.”

The campaign continues through Dec. 31. Call Reed at 724.738.2197 or email mreed@srufoundation.org for more information.