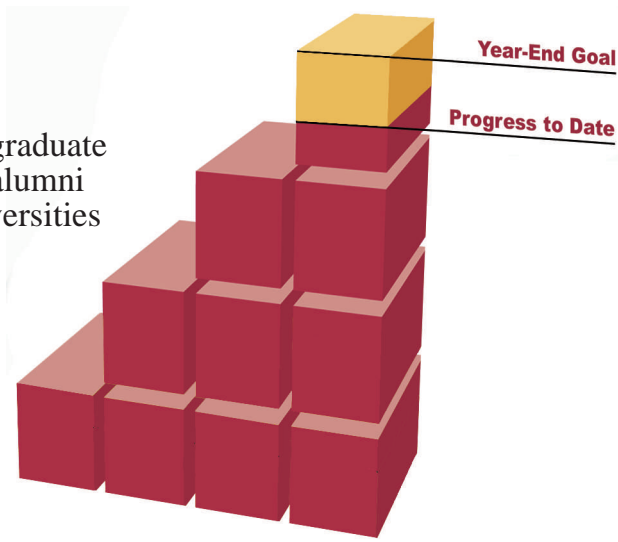


11.5"

Did You KNOW?

- That last fiscal year only 26% of our undergraduate alumni made a gift to USC? We call that "alumni participation," and we lag behind other universities such as Stanford, Duke and Notre Dame.
- That giving regularly each year is more important than how much you give?
- That corporate donors, foundations, prospective students, parents, faculty and media focus on the percentage of alumni who give annually as a reliable means of measuring USC's credibility and well being?



Current 22.5%

Please help us achieve USC's **29%** alumni giving goal this year by sending your gift today. Your participation is important to USC. **Thank you for your support.**

Goal: **29%** of Total Undergraduate Alumni by June 30, 2001
"The Finish Line"



USC Annual Giving

Dear Trojan,

With just a few short weeks to go before the end of the 2000-01 Annual Fund drive, we hope that you will consider a gift so that we can count you among our donors this year.

Your gift at this time will be especially important to us because we are working very hard to reach a 29% participation goal. Currently we are at 22.5%. USC needs to be a leader in alumni participation: our giving rate is one measure noted by US News & World Report, donors and foundations around the country.

Remember that the fund drive ends June 30. Please send your gift today so that we may count your gift in this year's participation total. Thank you for taking the time to support USC.

Sincerely,

Christopher J. Stoy, Ph.D., USC '73 and '83
Associate Vice President
USC Annual Giving

3375 South Hoover St.
Building H, Suite 208
Los Angeles, California
90089-7799

P.S. If you have already sent your gift for 2001, please accept our thanks.

17.5"



All gifts to USC count toward the goal of \$2 billion for the comprehensive campaign. Your participation, at whatever level you choose, is important to USC.

Thank you for your support.

PAYMENT INFORMATION

- Check (enclosed) Payable to: USC ANNUAL FUND
- CREDIT CARD**
- Visa Amount: \$ _____
- Discover
- Master Card

Credit Card Number _____ Expiration _____

Signature _____ Date _____

Call toll-free 1.877.GIVE USC to make a credit card gift by telephone, or make your gift through our secure website, <http://1677give.usc.edu>

ALUMNI INFORMATION

E-mail Address _____

Home Telephone _____

Class/Year _____

Spouse's Name _____ USC Grad? _____

Job Title _____

Company _____

Business Address _____

City/State/Zip _____

Business Telephone _____

I prefer mail to be sent to:

- my home my office

Please contact me regarding membership in USC's premier academic support group, the USC Associates. Membership begins at \$1,000 annually.