Editorial

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In this month's issue, we feature three research articles focused on alumni giving and non-giving.

In the first article, Louis A. LeBlanc and Conway T. Rucks examine alumni giving to a single institution's alumni association and affiliated foundation using cluster analysis. Their work illustrates statistically Pareto's Law, known within development as the 80:20 rule.

Article two, authored by J. Travis McDearmon and Kathryn Shirley, explores annual fund giving at a single institution, focusing specifically on those student and institutional characteristics related both to donors and non-donors. Their findings

replicate much of what we know about the giving patterns of young alumni. However, of particular interest are their findings surrounding financial aid, which do not support previous studies.

Finally, in article three, M. Linda Wastyn pursues an under-examined area of advancement by examining qualitatively why individuals make decisions not to support an institution. She finds that non-donors create a personal narrative in which giving to their institutions does not fit.

I hope you enjoy the issue.

Timothy C. Caboni
Editor