Now more than twenty companies and foundations have established programs by which their employees' contributions to their colleges are matched dollar for dollar. Each program is predicated on three assumptions: that the employee benefits continuously by a college experience paid for only in part, recognizes the fact, and wants to help make this same experience available to others; that the company also benefits continuously by the quality of experience of its college-graduate employees and wants, therefore, to share in making this experience available to others; that the college must continue—in the face of new and increasing demands—to offer the college experience, and must have the support of both types of beneficiaries to do so.

If these assumptions are correct, matching programs can be powerful factors in the support of American colleges and universities. Yet such programs can only be successful if college alumni recognize their growing obligations and act upon them.

There are many things alumni can do to help their colleges. But the first and easiest thing is to give regularly and substantially to the college gift fund.