Loyola sending Valentine's Day love to college sweethearts
University reaching out to alumni couples who met on campus

By Jodi S. Cohen
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Loyola University Chicago is using Valentine's Day to send a little love to some of its alumni — those who found love at their alma mater.

The reminder of Loyola's matchmaking role isn't a fundraising pitch, per se, but it never hurts to find unique ways to keep alumni connected, said Dan Gould, associate director of alumni relations.

The Catholic university identified more than 3,000 couples who have "Rambler Romances" — marriages or domestic partnerships, including same-sex couples.

"Rambler love is in the air this Valentine's Day," begins the email, which the university plans to send Thursday morning to about 6,000 of its 150,000 alums. "Whether you first set eyes on your partner from across the Alumni Gym bleachers, or sat in the pew beside them each Sunday at Madonna della Strada, we wish you many happy years together."

A Loyola staff member pitched the idea after she and her husband received a similar mailing from their alma mater, Miami University of Ohio, Gould said. Loyola tracks married alumni through self-reporting and information submitted to "class notes," for example.

"This message won't directly ask for a gift. It is a way of stewarding alumni who already give and those who may be interested in the future," Gould said.

While Gould said he expects most of the recipients to enjoy the surprise card, some may not appreciate the reminder of how they met.

"We are anticipating that some people will tell us they are no longer married," Gould said.