




# Vision 20/20 UPDATE

## Alumni Engagement & Philanthropic Giving

Overall Status







Goal:

Cultivate life-long philanthropy in support of WVSU through programs that educate students, alumni and friends about the importance of philanthropy and provide giving opportunities appropriate for each stage of life.

Strategy:

Establish a year-round annual giving campaign through direct mail, phone and electronic communication.

### Recent Key Accomplishments

Successful mailings for Presidents Circle, Year end, and stewardship focused on renewals/retention.  
Percentage of alumni supporting WVSU grew from 3.8% in FY2015 to 4% in FY16.

Number of donors in FY16 was 1115.  
Currently 738 for FY17—on pace to secure more donors than in previous years.

### Upcoming Events

An increase in segmented appeals. Spring targeted appeals to alumni based on their academic major and interest. Personal outreach will be made to those who we believe have the potential to join or renew their membership in the President's Circle, launching Phonathon in spring, and developing a brochure branding the WVSU Fund

### Emerging Issues

Donor fatigue after a campaign and collecting outstanding pledges. There is also a pressing need to generated unrestricted dollars and continue to push as well brand the WVSU Fund.

### Solutions

Focus strategically on new acquisition and retention efforts through stewardship.

### Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: 1200 donors for FY2017	<input type="text" value="06/30/2017"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value="0"/> %	Scheduled for spring 2017
Item: Spring Phonathon	<input type="text" value="02/06/2017"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value="0"/> %	Kickoff 02/06/2017
Item: WVSU Day of Giving	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value="0"/> %	will be held 03/17/2017
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value="0"/> %	<input type="text"/>