




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:

Develop a program to increase student awareness of philanthropy and participate in giving to the University.

Recent Key Accomplishments

In spring 2016, in alignment with our 125th Anniversary, held first WVSU Day of Giving campaign. The Campaign generated 117 gifts and \$11,772. Also launched GIVING Tuesday campaign in fall of FY16 and generated 58 gifts and \$20,200 with a \$10,000 match. This program is a tool to promote philanthropy globally and a greater awareness on campus.

Upcoming Events

Second WVSU Day of Giving Campaign with coincide with the inauguration of President Jenkins on March 17, 2017. Will seek to involve students through leadership of student organizations.

Explore establishing a Senior Class gift program

Emerging Issues

Since there is not a strong class affinity with the younger classes, the challenge is to build a narrative that places the school first and encourages students to contribute as they are able for the good of all.

Solutions

Begin by cultivating awareness of the impact that gifts are making on their education, encouraging them to thank donors, and finding easy, fun ways for them to be involved in helping others.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: 50% of student scholarship recipients will had written a thank you note.	<input type="text" value="06/30/2017"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value="0"/> %	Improvement of the transparency and timeliness of scholarship awarding should improve this percentage.
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"/>
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"/>
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"/>