




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 stewardship program that effectively thanks and recognizes donors and results in gifts being processed and acknowledged within three days of receipt.

Recent Key Accomplishments

Gifts consistently being processed within 2 days of receipt. Acknowledgment letters generally completed within one week of receipt of gift. Increasing contact between scholarship donors and their recipients. Giving societies launched during FY2014 recognizing annual gifts at all levels. We continue to integrate giving society membership into annual fund correspondence.

Upcoming Events

Continue to refine gift processing and acknowledgment processes.

Continue to increase opportunities for scholarship donors to hear from/meet/interact with their scholarship recipients via myriad approaches

Emerging Issues

Multi-year pledges for Capital Campaign have complicated the recognition of annual gifts. As we conclude the Capital Campaign in 2017 we will need to integrate annual giving societies with recognition of cumulative giving during the Campaign.

Solutions

Recognize cumulative giving through a distinct recognition program.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: Acknowledge gifts within 5 days of receipt	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text" value="71"/> %	<input type="text"/>
Item: Develop annual calendar of stewardship activities to highlight first-time donors, increased gifts, etc	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text"/>	<input type="text"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text"/>	<input type="text"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="text"/>	<input type="text"/>