




Vision 20/20 UPDATE

Alumni Engagement & Philanthropic Giving

Overall Status

Goal:

In partnership with the WWSU Foundation, develop management practices and financial goals to support increased, long-term financial support for the University.

Strategy:

Successfully complete the University's Capital Campaign: Realize the Promise, Deliver the Future by June 30, 2017.
Continue Building major gifts and planned giving programs.

Recent Key Accomplishments

Capital Campaign was completed ahead of goal and one year early, with \$19,776,845 raised as of June 30, 2016.

Upcoming Events

Continue to work with individuals and institutions to fulfill pledged Capital Campaign gifts.

Creating Comprehensive Moves Management system for high level prospects and donors for both major gifts and planned giving moving forward.

Emerging Issues

Increased number of multi-year pledges has created challenges with stewardship and pledge fulfillment.

Continuing to build major gift, corporate, foundation and planned giving fundraising capacity and support outside Capital Campaign structure.

Solutions

Developed and following up on a stronger system for generating and monitoring pledge reminders and stewarding donors throughout the pledge payment period.

Set an annual calendar for Moves Management in all four fundraising areas and schedule regular monthly update reporting meetings for staff.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Bring cumulative Campaign total to \$18,000,000	06/30/2016	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	100 %	\$19,776,845 received as of June 30, 2016
2016 / 2017 goal of \$3,000,000	06/30/2017	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	13.76 %	\$412,871 received as of December 9, 2016
		<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>		
		<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>		