

Vision 2020 Update—Alumni Engagement and Philanthropic Giving

Overall Status



Goal III: 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 A: Establish a year-round annual giving campaign through direct mail, phone and electronic communication. The number of individuals contributing to the Annual Fund will increase by 5 percent each year. Gifts to the Annual Fund will exceed \$200,000 by June 2014 with an annual increase of 5 percent in subsequent years.

Recent Key Accomplishments

Successful fall and year-end appeals made; fall phone-a-thon completed

During FY2014 we received \$190,939 in gifts to the WVSU Fund.

1,015 donors made gifts to the Foundation during FY2014; 512 of them made gifts to the WVSU Fund,

Percentage of alumni supporting the University financially grew from 2.9 percent in FY2013 to 3.5 percent in FY2014.

Upcoming Activities

Spring targeted appeals to alumni based on their academic major.

Personal outreach will be made to those who we believe have the potential to join or renew their membership in the President's Circle.

An appeal will be mailed in early May to encourage gifts before the end of the fiscal year. We will focus on donors who have previously made gifts but have not yet made a gift this fiscal year.

Emerging Issues

We are affected by national trends in decreased alumni participation in giving to their colleges and a reluctance to make unrestricted gifts.

Solutions

Naming of the WVSU Fund (versus Annual Fund) is an effort to tie unrestricted giving to the University's core mission.

Because an annual giving program was not previously in place, we believe we still have significant room for growth, despite national trends.

Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. \$234,000 in gifts to the WVSU Fund	6/30/2015		64%	\$100,000 of this total is from an unrestricted bequest and is not likely to be repeated in future years.
Item. 538 donors to the WVSU Fund	6/30/2015		47%	251 donors as of 12/11/14
Item. 1,300 donors overall during FY2015	6/30/2015		43%	557 donors as of 11/14/14
Item. 4.75 percent of alumni supporting the University financially	6/30/2015		38%	1.79 percent as of 11/14/14

Submitted by: Patricia Schumann 12/12/14