

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

Recent Key Accomplishments

Student thank you video is in production.

Students who have received scholarships or been named as Research Rookies are being asked to write thank you notes to donors.

Student phone-a-thon callers received training and updates from campus leaders on the impact of gifts on their experience.

Upcoming Activities

Launch of student thank you video in spring 2015 will invite students to add their own thank you via YouTube. This contest will encourage student participation and awareness of philanthropy.

Emerging Issues

Our goal of challenging students to make gifts is proving difficult because there is not strong class affinity and many of our students face significant financial challenges.

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 Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Student thank you video	4/1/15		50%	
Item. Student thank you notes	Ongoing		20%	