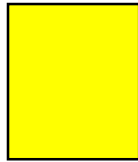


# Vision 2020 Update—Alumni Engagement and Philanthropic Giving

## 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 C:** 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 two days of receipt.  
 Acknowledgment letters generally completed within one week of receipt of gift.  
 Giving societies launched during FY2014 recognizing annual gifts at all levels.

## Upcoming Activities

Continue to refine gift processing and acknowledgment.  
 Currently acknowledgment letters are generated once per week. Increase to twice per week in 2015.  
 Expand stewardship activities and public recognition of President's Circle.

## 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, separate recognition program that does not involve recognition "societies."

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item Acknowledge gifts within 3 days of receipt.	Ongoing		42%	Given current staffing and systems, this is a stretch goal.