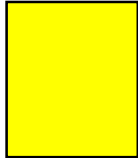


Vision 2020 Update—Alumni Engagement and Philanthropic Giving

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

Successful launch of student thank you video in spring 2015 via social media.

All student scholarship recipients are asked to write thank you notes to donors.

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

Upcoming Activities

In spring 2016, in alignment with our 125th Anniversary, we will launch our first Day of Giving campaign. Leveraging social media to encourage alumni and friends to give a gift on WVSU Founders Day.

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. 50 percent of student scholarship recipients will write thank you notes to donors	6/30/2016			75 percent of student scholarship recipients had written a thank you note as of 12/4/15