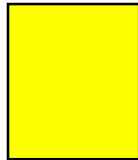


# Vision 2020 Update—Alumni Engagement and Philanthropic Giving

## Overall Status



**Goal IV:** 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:** Successfully complete the University's Capital Campaign: *Realize the Promise, Deliver the Future* by June 30, 2017.

## Recent Key Accomplishments

Received \$4,118,803 in new gifts and pledges during FY 2014, as compared with \$2,352,095 in FY 2013.

Cumulative total for the Capital Campaign at the end of FY 2014 was \$8,248,222.

Increased Campaign goal from \$12.5 million to \$18 million.  
Executed public launch of the Capital Campaign in October 2014.

## Upcoming Activities

Will conduct regional campaign launches in cities with large concentrations of State alumni during 2015.

Working with Campaign Steering Committee, Foundation Board and National Alumni Association leadership to increase awareness of and support for the Capital Campaign.

## Emerging Issues

Despite public launch, awareness of Capital Campaign is still relatively low among alumni and other constituent groups.

Low endowment limits Foundation operating revenue, thereby increasing reliance on unrestricted current gifts.

## Solutions

Consistent marketing and weaving references about the campaign into all messaging to alumni and friends.

Including the WVSU Fund as a Campaign goal.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Raise \$5,000,000 in new gifts and pledges during FY 2015	6/30/15		45%	\$2,249,580 received as of 11/14/14
Item. Bring cumulative Campaign total to \$8,248,222.	6/30/15		127%	\$10,496,468 received as of 11/14/14