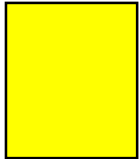


Vision 2020 Update—Alumni Engagement and Philanthropic Giving

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 phon-a-thon completed.

During fiscal year 2015 we received \$370,690 in gifts to the WVSU Fund from 526 donors.

Total number of donors during fiscal year 2015 was 1163.

Percentage of alumni supporting the University financially grew from 3.5 percent in fiscal year 2014 to 3.8 percent in fiscal year 2015.

Upcoming Activities

An increase in segmented appeals. Spring targeted appeals to alumni based on their academic major and athletics interest. 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.

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 \$230,000 in gifts to the WVSU Fund	6/30/2016		27%	\$61,679.72 as of 11/30/15
Item. 600 donors to the WVSU Fund	6/30/2016		27%	160 donors as of 11/30/15
Item. 1,300 donors overall during FY 2016	6/30/2016		35%	459 donors as of 11/30/15
Item. 5 percent of alumni supporting the University financially	6/30/2016		30%	1.53 percent as of 11/30/15

Submitted by: Patricia Schumann Date: 12/12/15