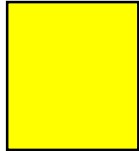


# Vision 2020 Update—Alumni Engagement and Philanthropic Giving

**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 are consistently being processed within two days of receipt. Acknowledgment letters are generally completed within one week of receipt of gift. Increasing contact between scholarship donors and their recipients.

Giving societies, launched during fiscal year 2014, recognize annual gifts at all levels. We continue to integrate giving society membership into annual fund correspondence.

## Upcoming Activities

Continue to refine gift processing and acknowledgment processes.

Continue to increase opportunities for scholarship donors to hear from/meet/interact with their scholarship recipients via myriad approaches.

## Emerging Issues

Multi-year pledges for the Campaign for WVSU have complicated the recognition of annual gifts. As we conclude the 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.

## Upcoming Deliverables/Milestones

<u>Item</u>	<u>Due Date</u>	<u>Status</u>	<u>Progress</u>	<u>Comments</u>
Item. Acknowledge gifts within five days of receipt.	Ongoing		71%	This is a change to the Vision 2020 Goal. Given current staffing and systems, this is a stretch goal.