**Vision 20/20 UPDATE**

**Alumni Engagement & Philanthropic Giving**

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**Overall Status**
- **Goal:** 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:** Establish a year-round annual giving campaign through direct mail, phone and electronic communication.

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**Recent Key Accomplishments**
Successful mailings for Presidents Circle, Year end, and stewardship focused on renewals/retention. Percentage of alumni supporting WVSU grew from 3.8% in FY2015 to 4% in FY16.
Number of donors in FY16 was 1115. Currently 738 for FY17—on pace to secure more donors than in previous years.

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**Emerging Issues**
Donor fatigue after a campaign and collecting outstanding pledges. There is also a pressing need to generated unrestricted dollars and continue to push as well brand the WVSU Fund.

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**Upcoming Deliverable/Milestones**

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Status</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item: 1200 donors for FY2017</td>
<td>06/30/2017</td>
<td></td>
<td></td>
<td>Scheduled for spring 2017</td>
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<tr>
<td>Item: Spring Phonathon</td>
<td>02/06/2017</td>
<td></td>
<td></td>
<td>Kickoff 02/06/2017</td>
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<tr>
<td>Item: WVSU Day of Giving</td>
<td></td>
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<td>will be held 03/17/2017</td>
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</tbody>
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**Upcoming Events**
An increase in segmented appeals. Spring targeted appeals to alumni based on their academic major and 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, launching Phonathon in spring, and developing a brochure branding the WVSU Fund.

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**Solutions**
Focus strategically on new acquisition and retention efforts through stewardship.