Vision 20/20 Update

Alumni Engagement & Philanthropic Giving

Overall Status
- Red: Goal: Develop a stewardship program that effectively thanks and recognizes donors and results in gifts being processed and acknowledged within three days of receipt.
- Yellow: Strategy: 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.

Recent Key Accomplishments
Gifts consistently being processed within 2 days of receipt. Acknowledgment letters generally completed within one week of receipt of gift. Increasing contact between scholarship donors and their recipients. Giving societies launched during FY2014 recognizing annual gifts at all levels. We continue to integrate giving society membership into annual fund correspondence.

Upcoming Events
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 Capital Campaign have complicated the recognition of annual gifts. As we conclude the Capital 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 recognition program.

Upcoming Deliverable/Milestones

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<th>Item</th>
<th>Due Date</th>
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<tbody>
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<td>Acknowledge gifts within 5 days of receipt</td>
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<td>Develop annual calendar of stewardship activities to highlight first time donors, increased gifts, etc.</td>
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