



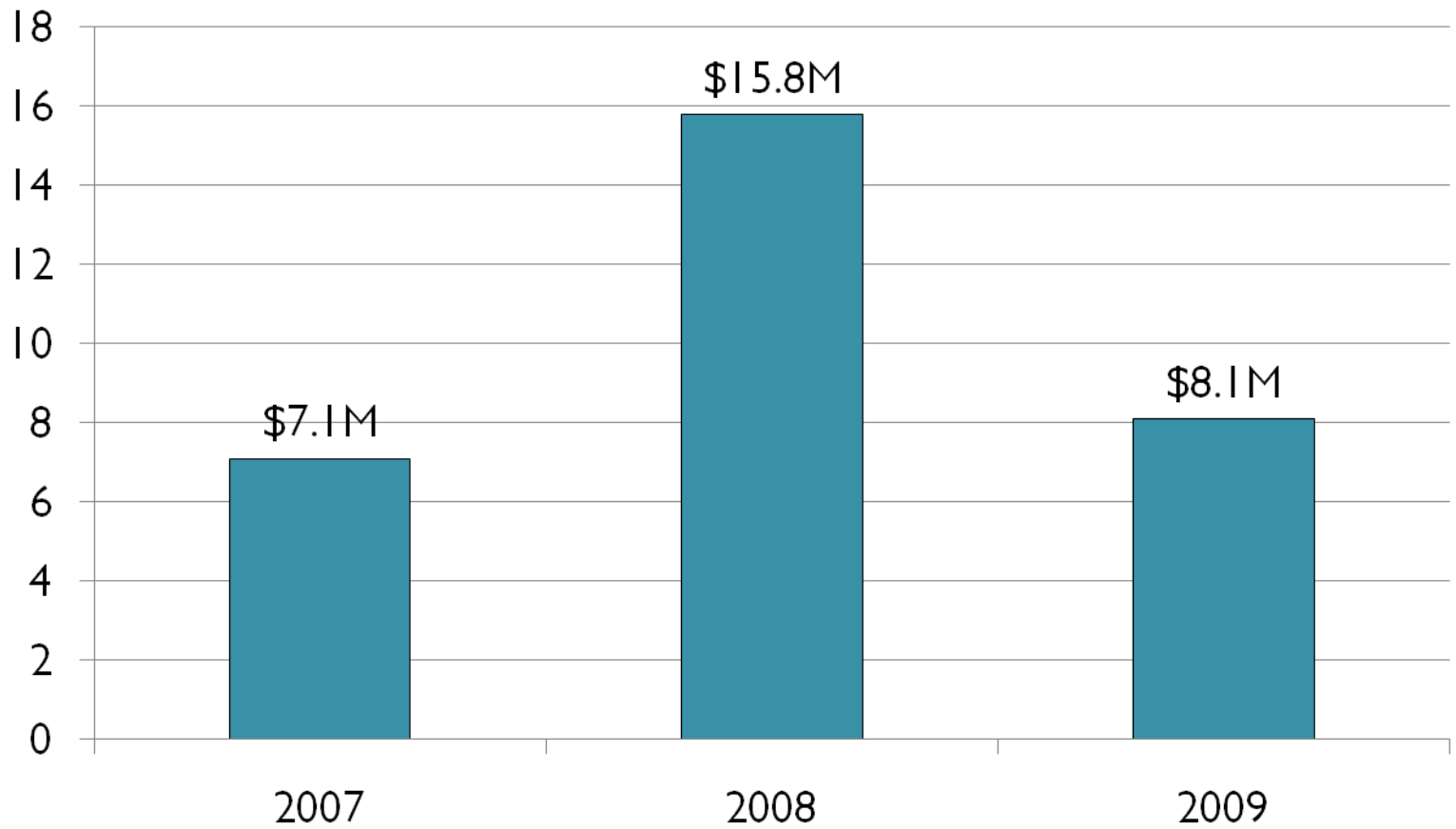
Board of Visitors Development Committee November 2009

Successful Reunions

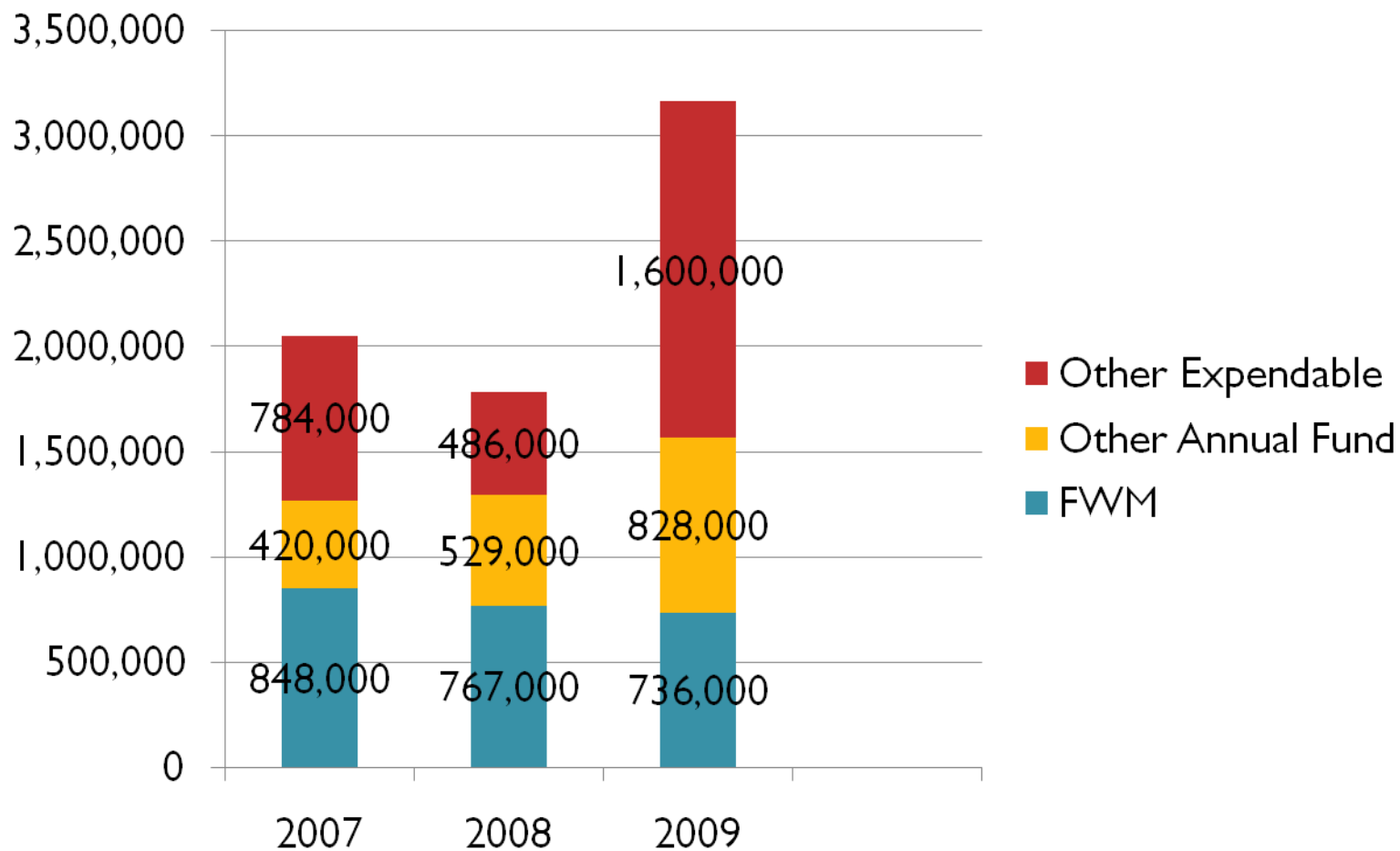


- \$13.3 M
- \$4.25M – Annual Giving (+16.4%)
- 3,283 donors (+7.7%)
- 32% participation rate
- 1979, 1964 & 1959 50%+ participation

Year-To-Date Cashflow (through 10/31/09)



Annual Giving (through 10/31/09)





The College of William & Mary Increasing Alumni Participation



Increasing Alumni Participation

- Tapping What Inspires/Motivates
- Expanding the Volunteer Network
- Broadening “Annual Giving” & Services
- Investing in Consistent Solicitation
- Creating a Culture of Philanthropy

Tapping What Inspires/Motivates

Market Research Recommendations

There is Only One William & Mary

- Liberal Arts Education for the 21st Century
- Exceptional Quality
- A Source of Leadership

Options to Designate

- Fund for William & Mary
- Financial Aid
- Faculty Support
- Undergraduate Research

Tapping What Inspires/Motivates

- Challenge Opportunities
- Case for Smaller Gifts
- Monthly Payment Option
- Advertisements

Football Ad

**Of course
you can't
do it alone!**

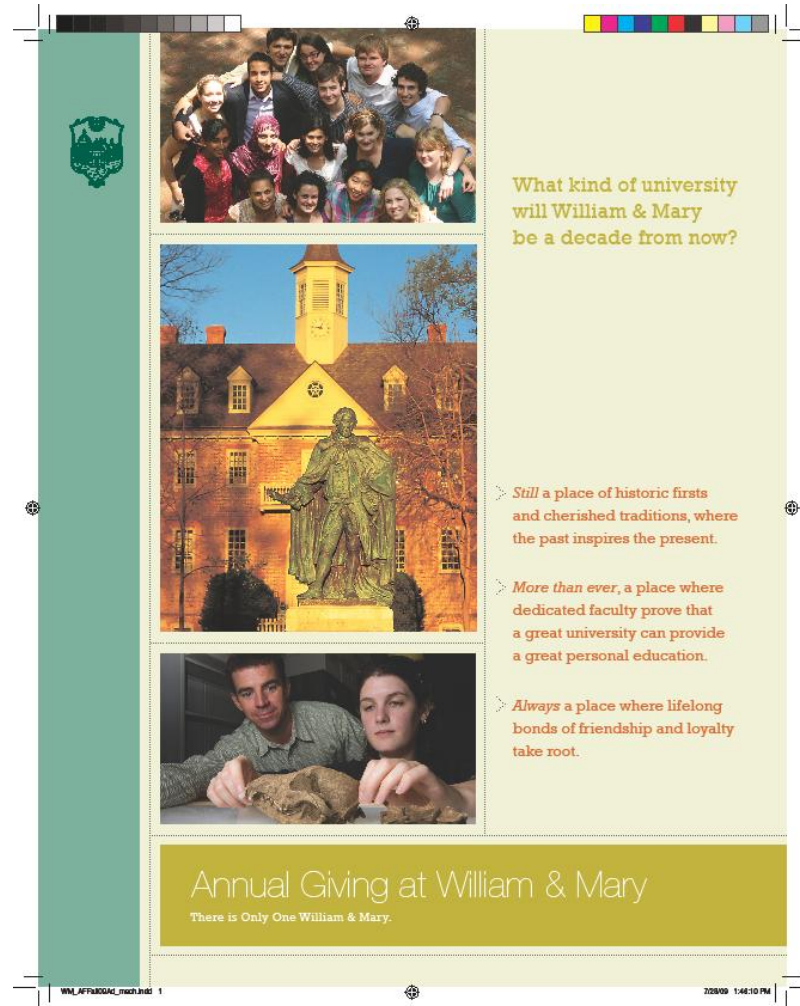
- > Can a single fan create a
thundering roar?
- > Can one person, alone in the
stands, do the wave?
- > Can just one lineman, standing
solo, form a human wall?

The answer, of course, is no.
That's why we join forces.
That's why each effort counts.
Because together we can do
amazing things.


Annual Giving at William & Mary
There is Only One William & Mary.

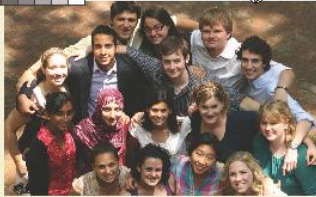
WM_Football09Ad_march.indd 1 8/2/00 9:39:48 AM

Alumni Magazine Ad

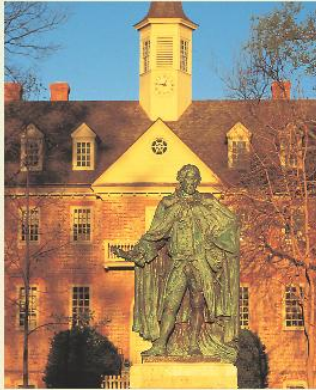


The advertisement is a vertical layout with a teal sidebar on the left and a light yellow main area on the right. The sidebar contains the William & Mary crest. The main area features three images stacked vertically, each followed by a text block. The top image shows a group of diverse students. The middle image shows a statue of a man in front of a historic building. The bottom image shows a man and a woman working on a sculpture. The text blocks are in a serif font, with the first in teal and the others in red. The bottom of the ad has a dark yellow banner with white text.






What kind of university
will William & Mary
be a decade from now?



> *Still a place of historic firsts
and cherished traditions, where
the past inspires the present.*

> *More than ever, a place where
dedicated faculty prove that
a great university can provide
a great personal education.*



> *Always a place where lifelong
bonds of friendship and loyalty
take root.*

Annual Giving at William & Mary
There is Only One William & Mary.

WM_AFFAIRS000001_mech.indd 1 2/28/09 1:48:10 PM



Expanded Volunteer Network

- Continuous Reunion Cycle
- Expanded Reunion Timeline
- Spring “Sprint”
- Larger Committees, Broad Representation

Broadening “Annual Giving”

- Services: Strategy/Planning, Implementation, Analysis
- FY10: Swem Library, Education, Business
- Early Successes – 10.31.09
 - School of Education – Donors +410% (+324)
 - Swem Library – Donors +206% (+220)
 - Mason School of Business – Donors +74% (+186)

Consistent Solicitation Plan

- Increasing Alumni Participation a Long-Term Endeavor
- Requires Consistency Across Time
- Must be Committed to Stewarding Donors, Investing in New Donor Acquisition, and Not Under-Soliciting
- Up to 4-5 Mail and Email Appeals; 1 - 2 Phone Touches
- Added Phone Hours to Ensure Completion of Pools



Current Students

- Lifelong Engagement Begins Day One
- Creating Expectation of Giving Back
- Senior Class Gift...and Beyond

Increasing Alumni Participation

- Long-Term Endeavor
- Sometimes Increased Donors \neq Increased Participation
- Goal: Achieve Smart Growth That is Sustainable
- Impact:
 - Broad Base for Annual Giving
 - Pipeline for Future Support
 - Success Breeds Success: High Participation Will Foster Culture of Giving Back

Maintain Participation Rate = 1.9% Increase in Donors

Increase Participation Rate to 25% = 13.7% Increase in Donors