

Tenth Annual Joint Board Meeting

Advancement and Campaign Update Matthew T. Lambert '99

Positioning Study & Brand Platform Elizabeth Scarborough Johnson

How to Draw Toast: Generative Learning in Today's World Katherine A. Rowe, Peggy Agouris & Jeremy Martin, Ph.D. '12, M.B.A. '17 Board of Visitors Alumni Association Board of Directors Annual Giving Board of Directors W&M Foundation Board of Trustees

Campaign Goals



Strengthen alumni engagement



Achieve 40 percent alumni participation



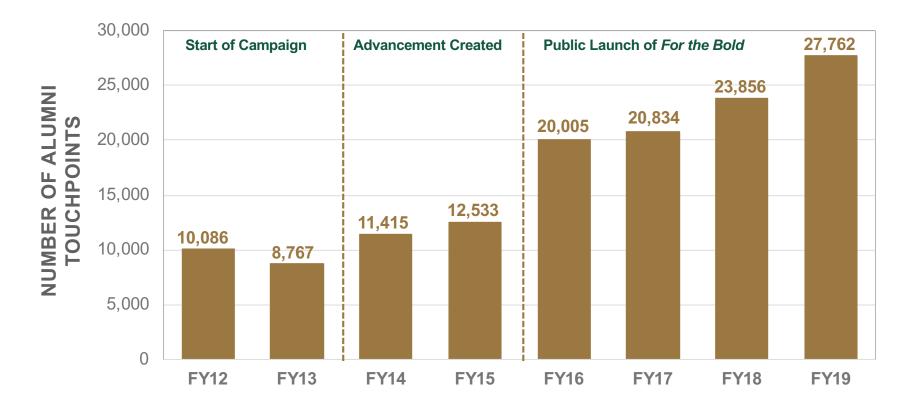
Raise \$1 billion



Strengthen alumni engagement



Alumni Engagement Growth



Alumni House Expansion & Renovation



Fall Inclusion & Engagement Gatherings







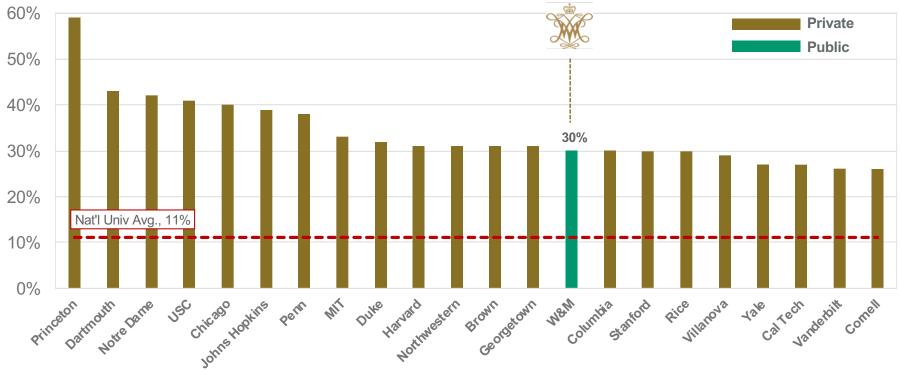


Achieve 40% alumni participation



W&M's Alumni Are Among the Most Generous

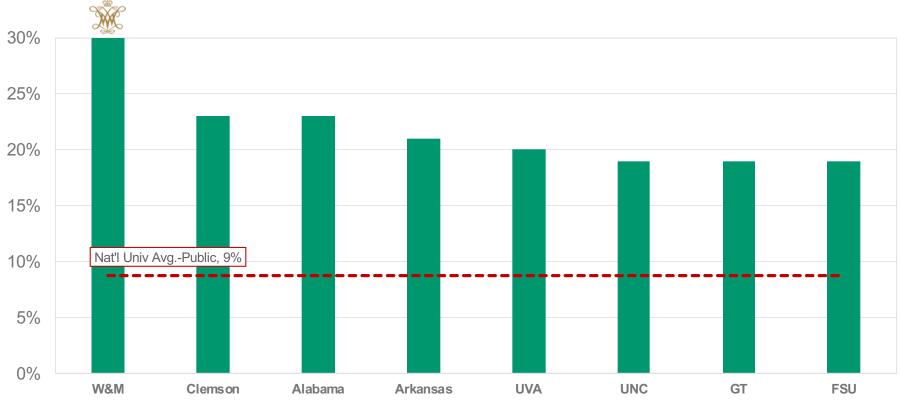
TOP ALUMNI GIVING RATES IN 2020 USNWR



Note: USNWR's reported rate is the two-year average of FY17 and FY18.

W&M's Alumni Are Unrivaled Among Public Universities

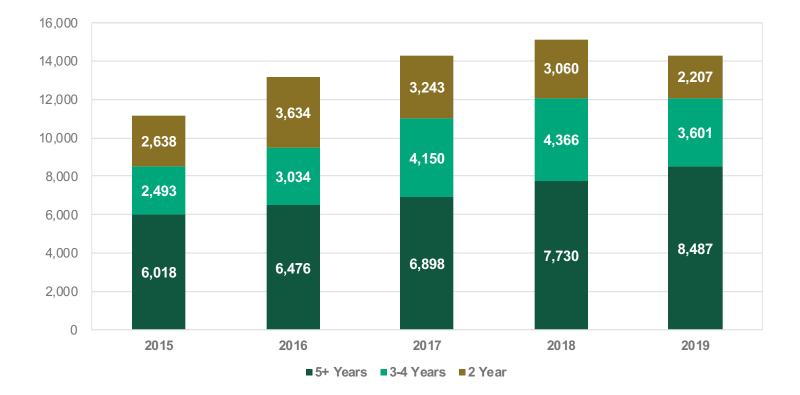
TOP PUBLIC UNIVERSITY ALUMNI GIVING RATES IN 2020 USNWR



Note: USNWR's reported rate is the two-year average of FY17 and FY18.

Key Indicators 2105-2019 DATA FOR LOYAL DONORS +28% +41% +6% +40% Consecutive 5+ years donors 2+ gifts per year donors \$100-\$249 donors year donors Loyalty Frequency **Dollar Amount**

Consecutive Year Donor Growth



TRBE DAY

4.21.20

A day for giving back and paying it forward.

Leadership Board Philanthropic Participation in FY20

Board of Visitors	77%
Alumni Association Board of Directors	82%
Annual Giving Board of Directors	84%
W&M Foundation Board of Trustees	93%

Goal of 100% participation for all leadership boards in FY20



Raise \$1 billion

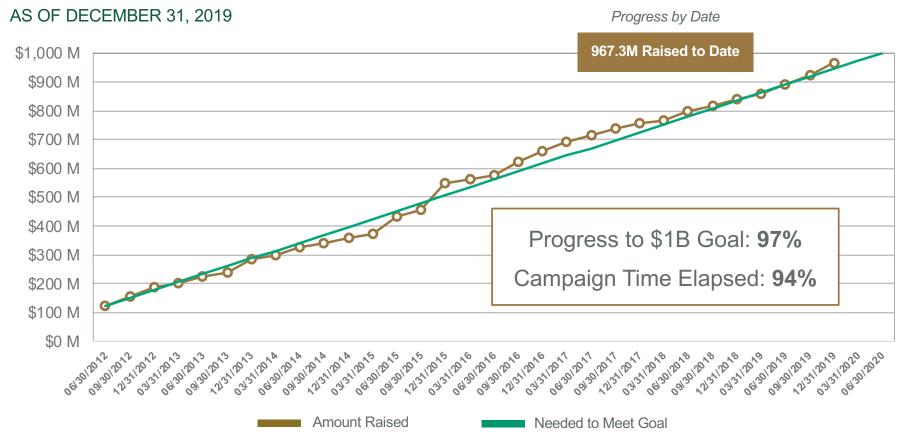


Total raised as of December 31, 2019

\$967.3 MILLION

Sprinting Marathon

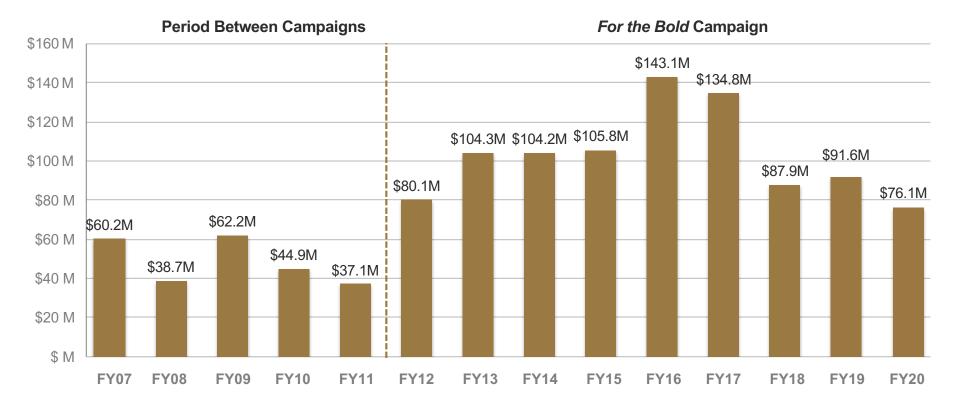


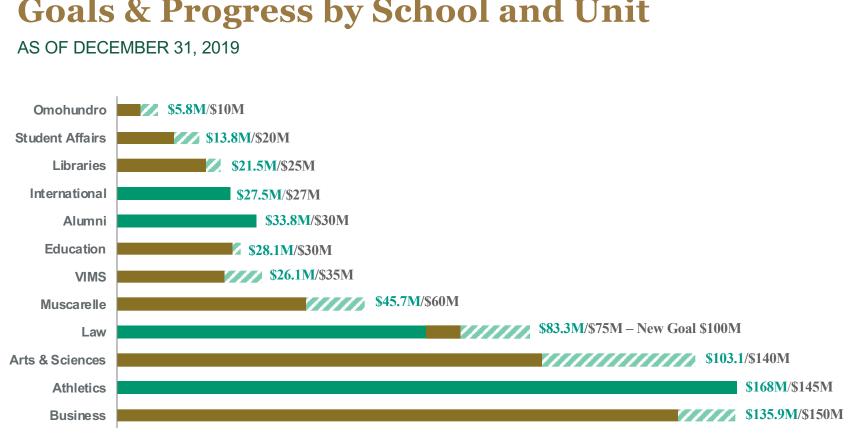


Campaign Progress

New Gifts and Commitments

AS OF DECEMBER 31, 2019



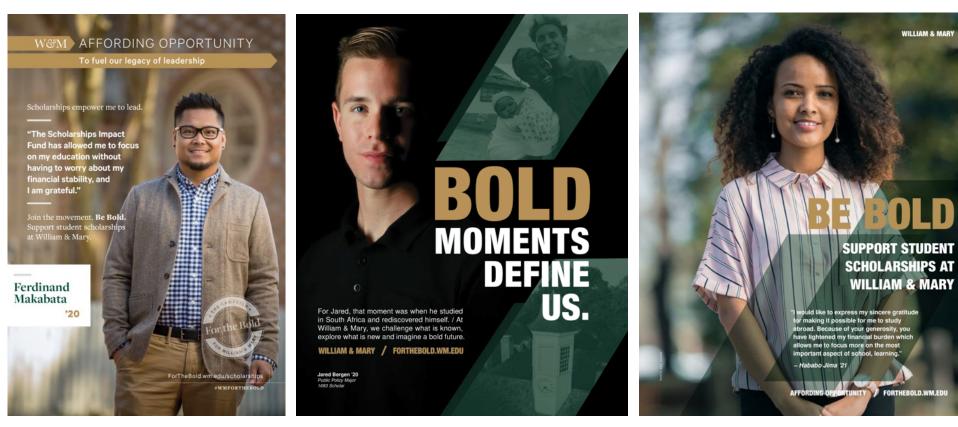


Goals & Progress by School and Unit

An additional \$274.7M has been raised toward the \$253M University-wide goal.

Affording Opportunity

CAMPAIGN GIFTS FOR SCHOLARSHIPS



Transformational Philanthropy



Institute for Integrative Conservation





FY20 Path to \$1 Billion

Range	Approx. Gifts Needed	Gifts Received by Household	Projected Total	Actual Total
\$5M+	5	2	\$45M	\$39.3M
\$2.5M - \$4.9M	4	1	\$10M	\$4.6M
\$1M - \$2.49M	10	6	\$12M	\$8.6M
\$100K - \$999K	100	51	\$20M	\$11.8M
Under \$100K	28,000	11,693	\$25M	\$11.9M
TOTAL:	28,119	11,753	\$112M	\$76.1M

Final Push to \$1 Billion

- Laser focus on gifts that can close by June 30.
- Collaboration with schools/units and boards to successfully hit their campaign goals.
- Concentrated effort on overall scholarships goal with emphasis on undergraduate need-based scholarships.
- Resolute focus on achieving a record number of undergraduate alumni donors.

Life After For the Bold

Focus on:

- Gratitude
- Engagement and participation
- Fundraising for new and ongoing strategic priorities



