

A
UNIVERSITY
for the
BOLD

A University For the Bold



Strengthen **alumni**
engagement



Achieve **40%**
alumni participation



Raise
\$1 billion



Strengthen **alumni**
engagement





Homecoming 2012



Homecoming 2015

Homecoming



Career & Networking

FY16	FY17	FY18	FY19	FY20
Online Networking Hours	Alumni Career Webinar Series	W&M Switchboard Career Change Bootcamps Professionals Lunches & Happy Hours Alumni Only Career Fairs	W&M Professionals Week Online Career Change Fellowship	Tribe @ Work Networks Online LinkedIn Course W&M Professionals Week Online Career Change Fellowship W&M Switchboard Professionals Lunches & Happy Hours Alumni Only Career Fairs Alumni Career Webinar series Online Networking Hours Breakfast & Business Cards
250 Events	11,665 Registrants	3,295 Switchboard Users		

One Tribe. One Network.



W&M Weekend

- Average number of attendees: **835**
- Average number of events: **27**
- Sponsorship dollars: **\$861,000**
- Increasing average NPS scores:

DC 53 | NYC 59 | Chicago 67



William & Mary Weekend



W&M Women

FY12 to F15	FY16	FY17	FY18 & FY19	FY20
Women & Philanthropy Task Force established 4,000 alumnae surveyed and focus groups held Founding Director of Alumnae Initiatives appointed, May 2015	Regional events begin - 25 held throughout the U.S. W&P Leadership Circle created, led by 25 women philanthropic leaders	Alumnae Initiatives Endowment launched with 10 donors and \$100,000 and a goal of \$1,000,000 Society of 1918 launched and bylaws adopted Solicitation for endowment sent to 900 women 2 months later, initial goal reached and raised to \$1.918M	Endowment goal raised to \$4M Hosted inaugural W&M Women's Weekend with 500 attendees Exclusive Society of 1918 member events held \$4M goal surpassed, July 2019 Young Guard reduced rate offered	Faculty and Staff reduced rate offered Twelve \$4,000 membership scholarships awarded to graduating students

480

Society of 1918
Members

\$4.3M

Raised

2000+

Event Attendees

William & Mary Women



Inclusion Initiatives

FY17

Enhanced programming for identity-based homecoming events

HWA 25th Anniversary Celebration in Washington, DC

FY19

Office of Alumni Engagement and Inclusion Initiatives established with 3 full-time professional staff

FY20

Initiated Listen and Learn

Leadership Circles created two 2-day in-person retreat meetings to launch intersectionality and identity-unique strategic planning

Offered in-person and virtual alumni-wide forums on intersectionality

Hosted multiple identity-based regional events

75 Volunteer leaders engaged in Leadership Circles

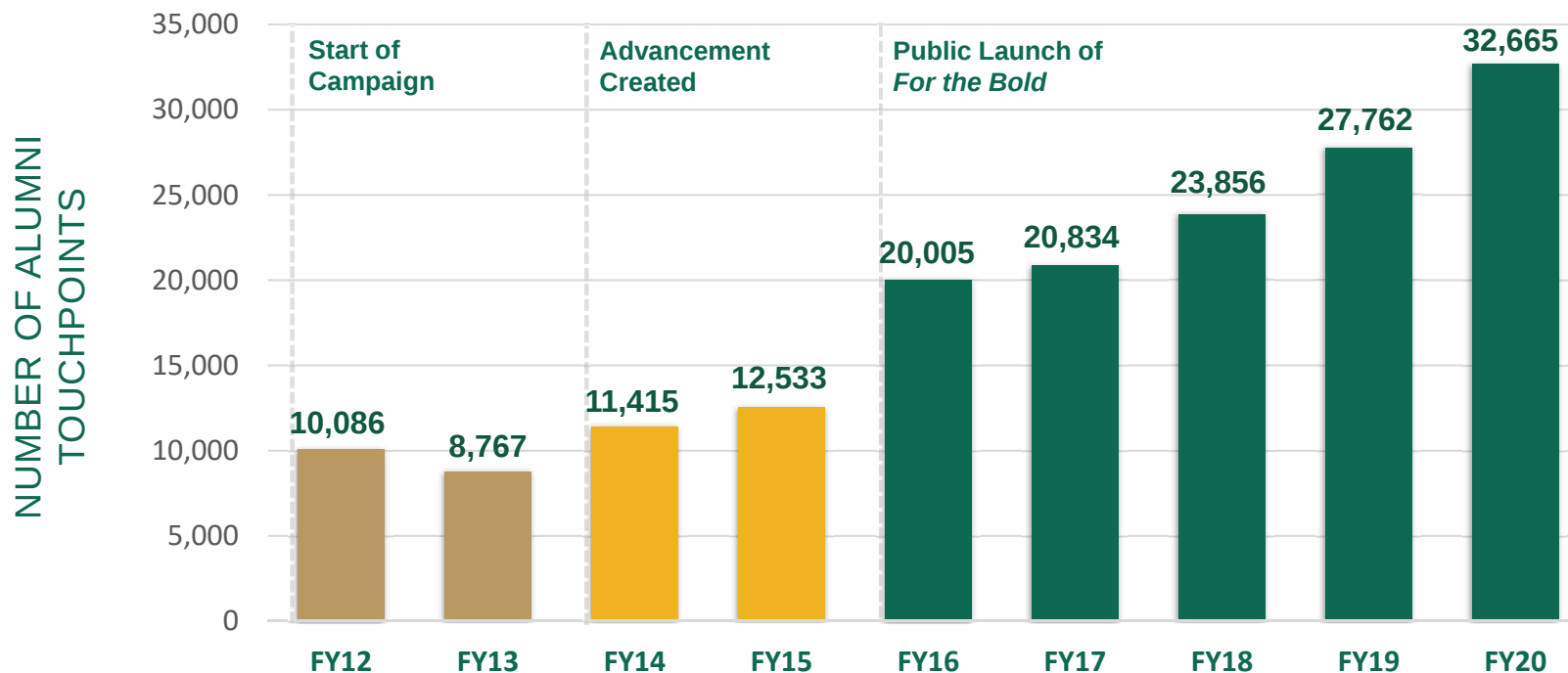
Exploring 1st multicultural weekend in FY22



Alumni House Expansion & Renovation



Alumni Engagement Growth





Achieve **40%**
alumni participation



Student Engagement

FY15	FY16	FY17	FY18	FY19	FY20
Students For University Advancement (SUA) reimagined Tag Day launched	SUA professionalized	25% participation goals established for all classes except seniors Impact Week launched	Wren Traditions launched Impact Week had over 400 student donors	Students tagged 89 locations on Tag Day Legacy Society created to encourage young alumni giving	Impact Week had over 800 student donors



Tag Day



Tribefunding

- Launched spring 2017
- Total number of projects supported: **53**
- Total number of dollars raised: **\$204,127**
- Total number of donors: 1,988



Student Veterans ILVC
For William & Mary

To provide support for Student Veterans of W&M to participate in the Ivy League Veterans Council and attend its meetings and conferences.

142%

14 Donors



Funded

\$2,860 Donated



FGLI Students - William & Mary
For William & Mary

Help First Generation-Low Income Students at William & Mary raise \$5,000 to provide them with the tools and support they need to succeed.

105%

49 Donors



Funded

\$6,350 Donated

Impact Week



Class Ambassadors

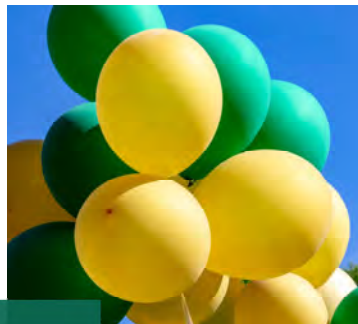
- Launched in FY15
- Started with 200 volunteers, now over **800**
- Give at a rate of **90%+** each year
- **50,000+** contacts per year



TR1BE DAY



\$13,546,405
RAISED

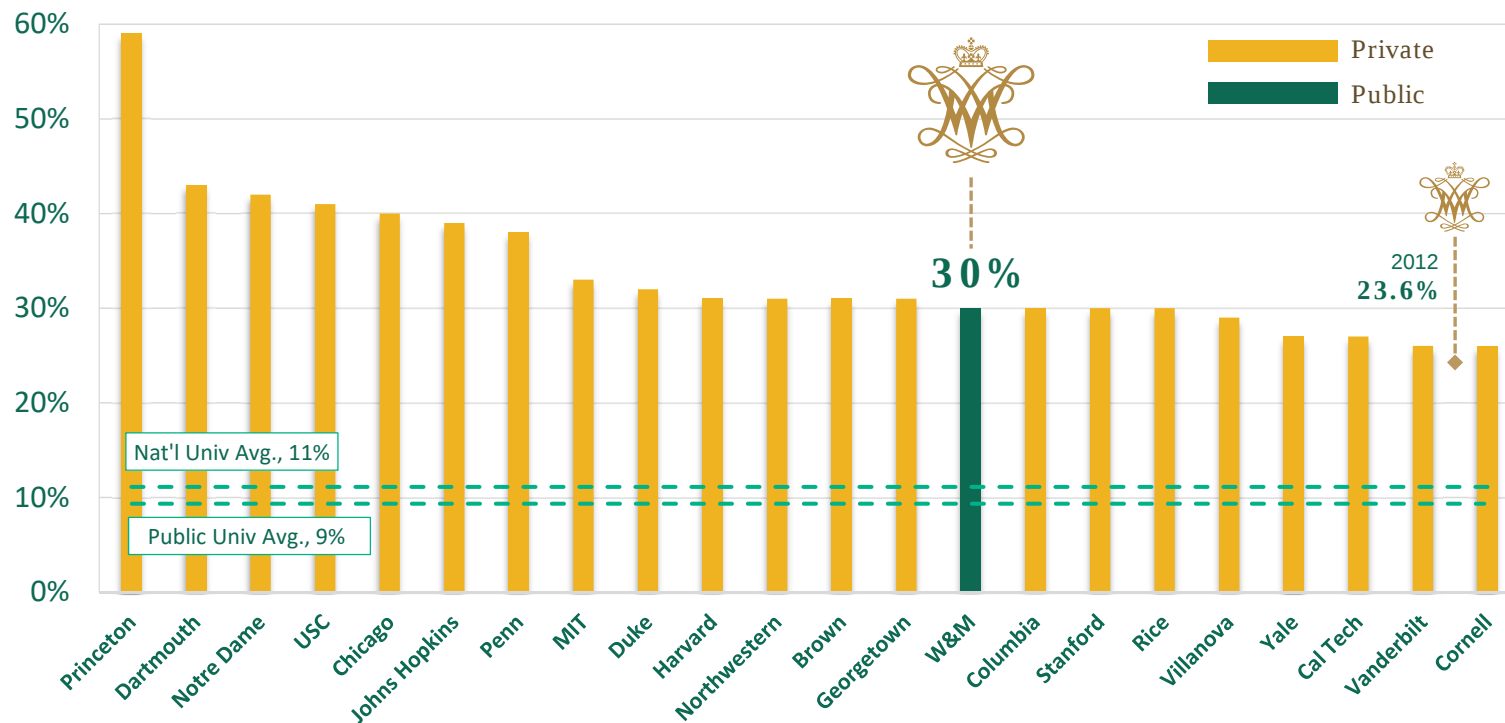


One Tribe. One Day.



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.

21%

Above
Public
University
Average



Raise
\$1 billion

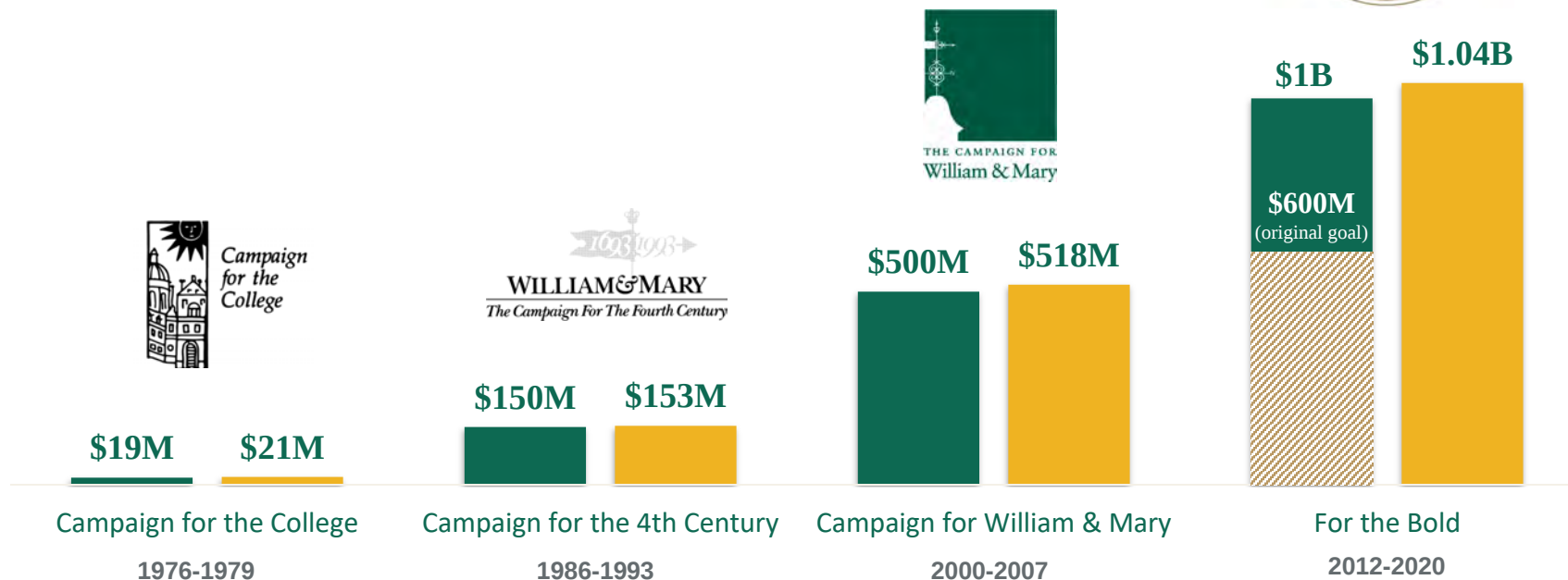


For the Bold Final Tally

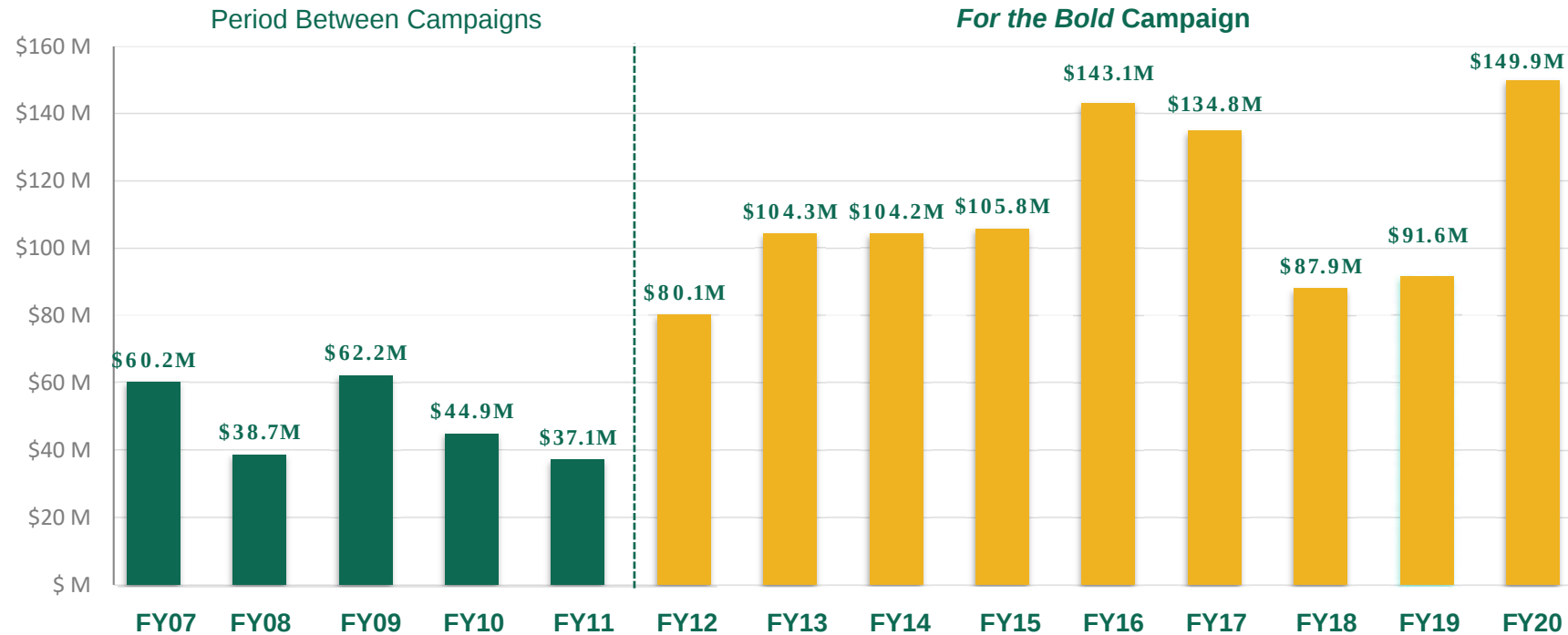
\$1,039,871,830

William & Mary Campaigns

■ Goal
■ Amount Raised



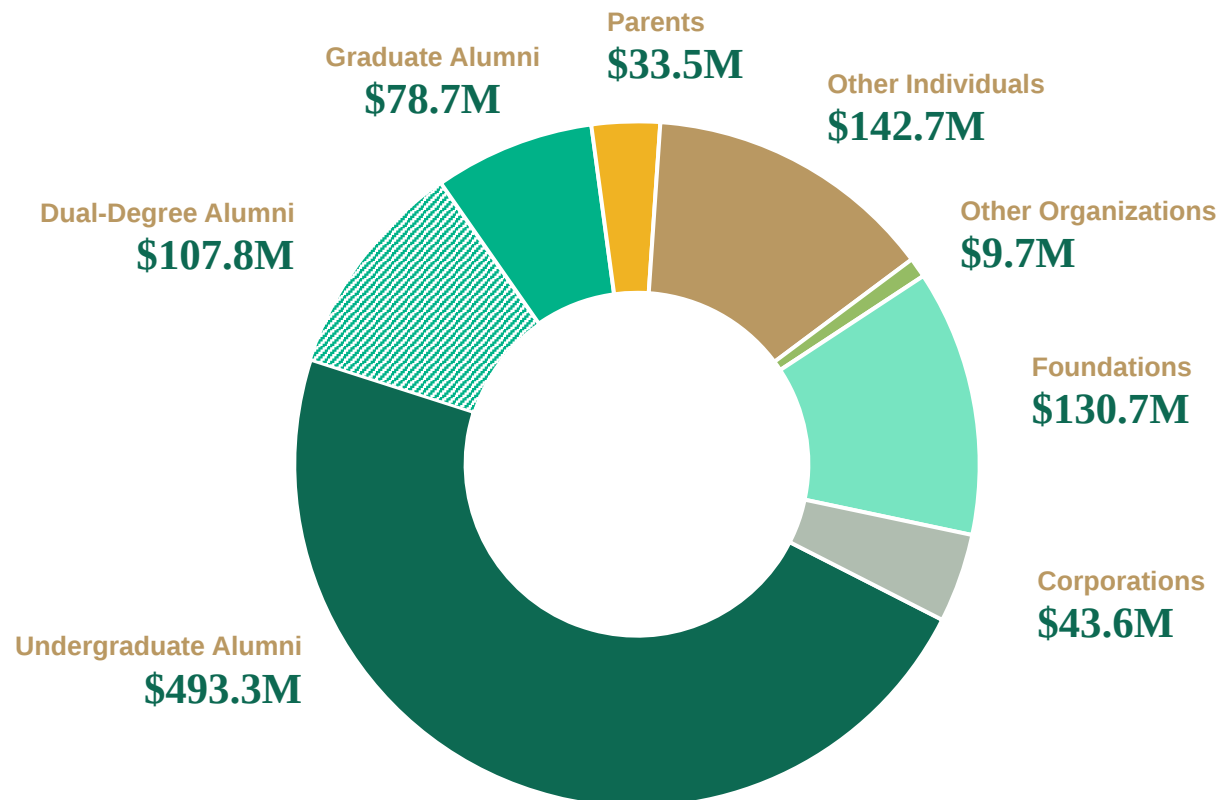
New Gifts and Commitments



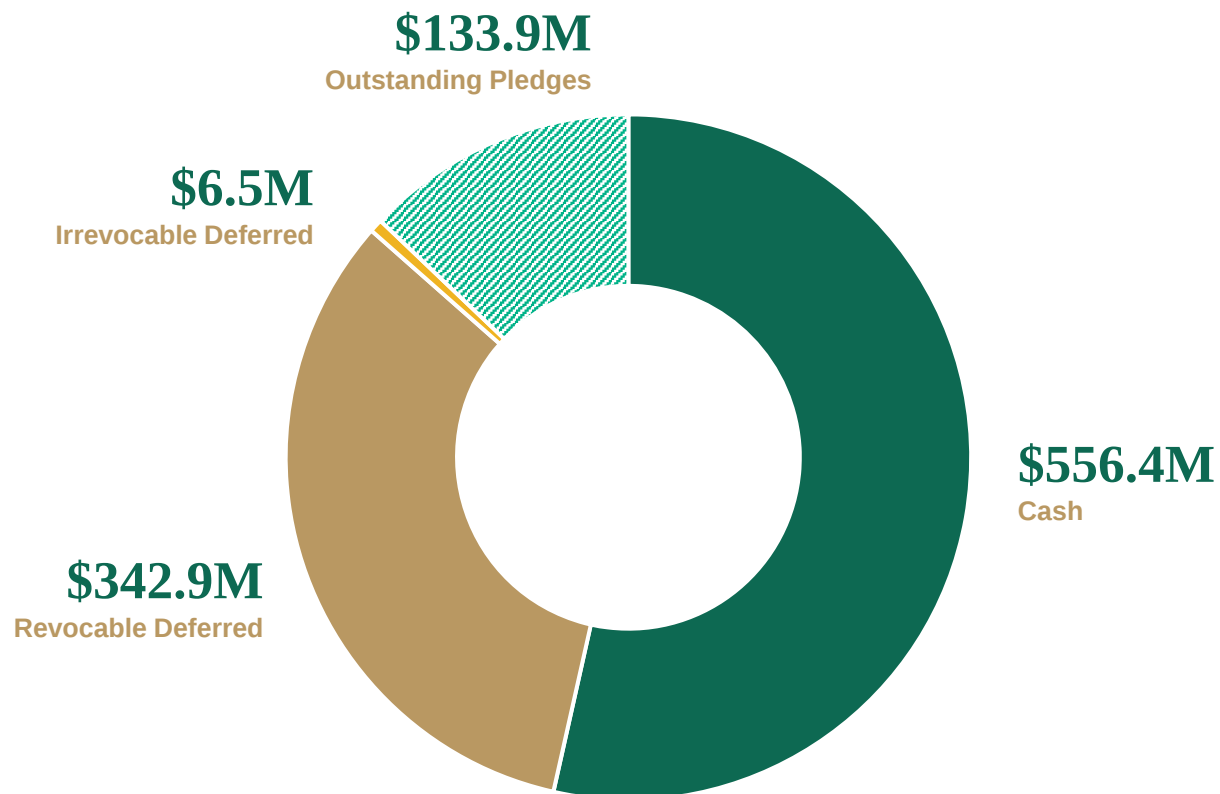
Campaign Pyramid – Path to \$1 Billion

Range	Approx. Gifts Needed	Gifts Received by Household	Projected Total	Actual Total
\$5M+	37	31	\$550M	\$444.9M
\$2.5M - \$4.9M	30	33	\$75M	\$113.4M
\$1M - \$2.49M	70	99	\$70M	\$144.9M
\$100K - \$999K	680	721	\$170M	\$203.5M
Under \$100K	18,650	75,257	\$135M	\$133.0M
TOTAL:	19,467	76,141	\$1B	\$1.04B

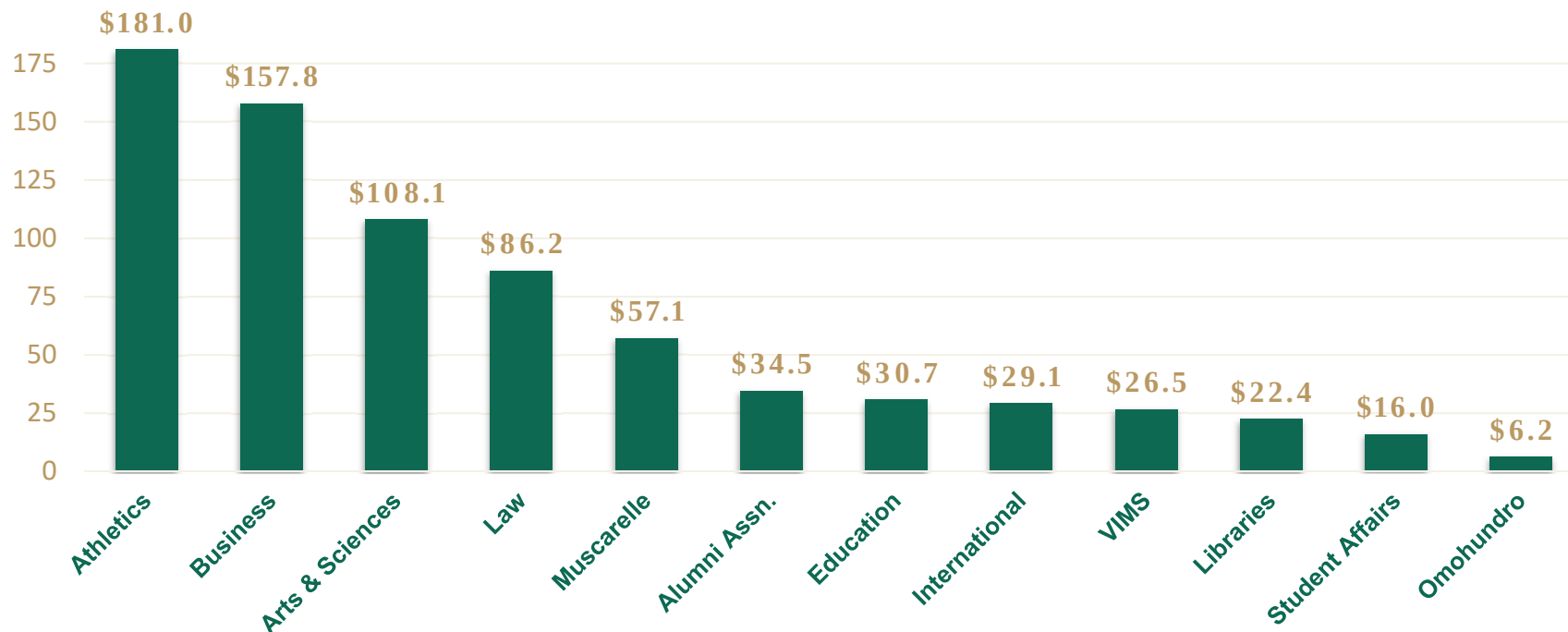
Gifts by Source



Gifts by Type



Schools and Units Rise to the Challenge



An additional \$284.43M

was raised toward university-wide priorities such as unrestricted annual giving and general student financial aid.

Transformational Philanthropy



Global Research Institute



Camp Launch



Center for Online Learning



Institute for Integrative Conservation



W&M VET

Transformational Philanthropy



W&M Athletics Complex



Shenkman Jewish Center



Hixon Center



Entrepreneurship Hub



McLeod Tyler Wellness Center



Affording Opportunity

\$303.2M

Through *For the Bold*, we have raised more than
\$300 million in scholarships

\$135M Undergraduate

\$84M Graduate and Professional

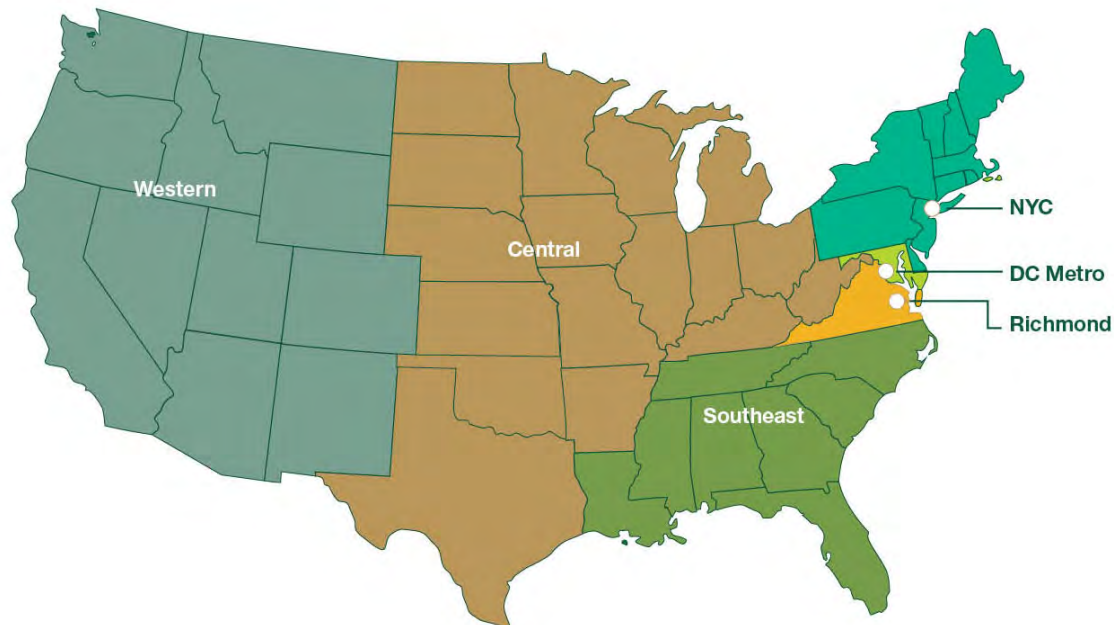
\$71M Athletics

\$13M Global

“My scholarship helps me and my parents worry less about how to pay for school, and I can focus on my research lab, my sorority and even study abroad.”

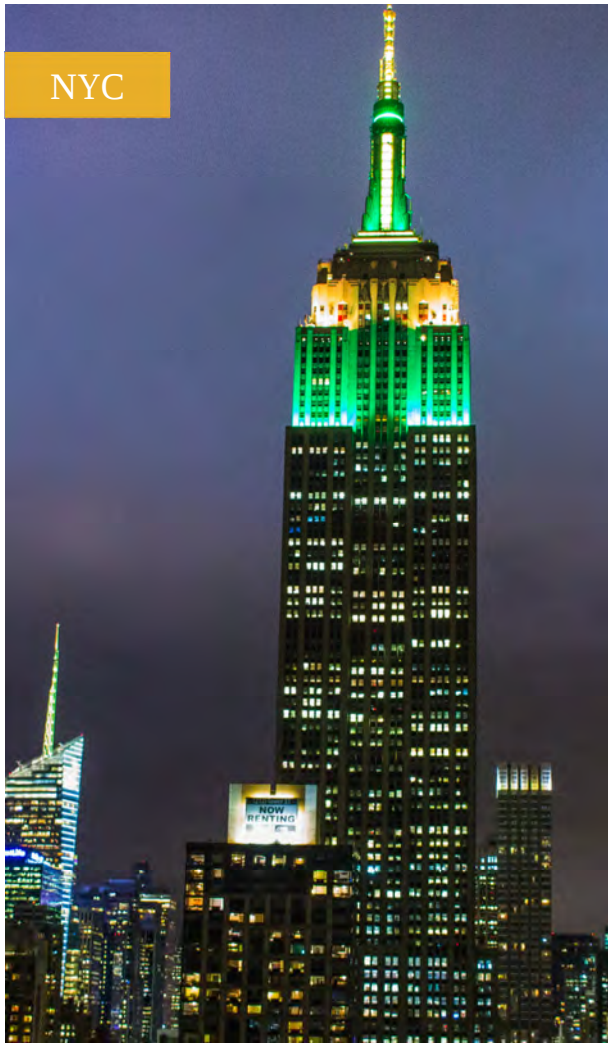
— Maya Kim '21 • Biology

Bold on the Road



Region	Regional Campaign Goal	Total Raised
Central	\$60M	\$91.7M
DC Metro	\$100M	\$117.4M
NYC	\$100M	\$138.7M
Richmond	\$75M	\$87.0M
Southeast	\$70M	\$79.9M
Western	\$80M	\$81.9M

NYC



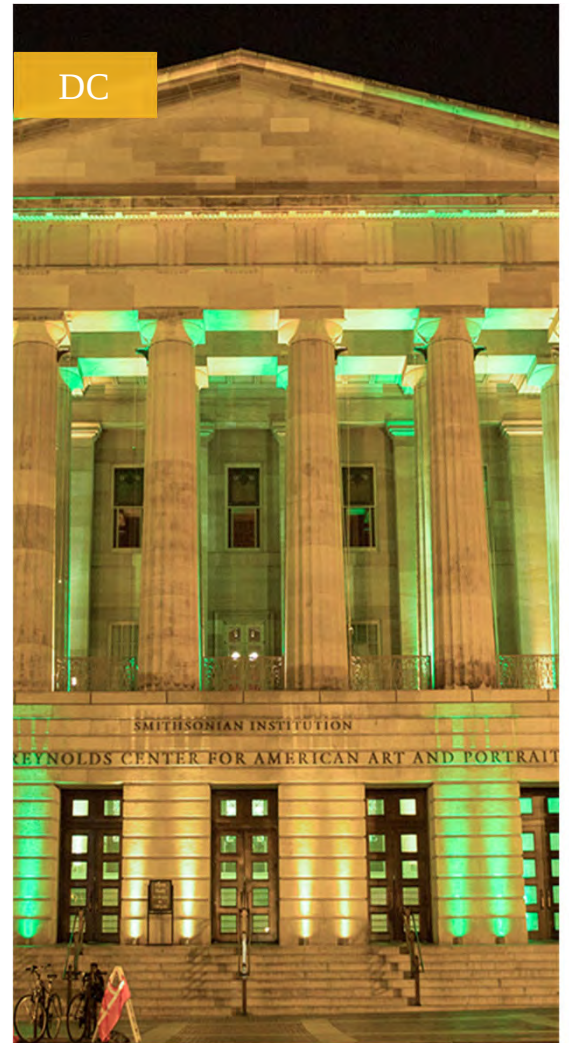
Chicago



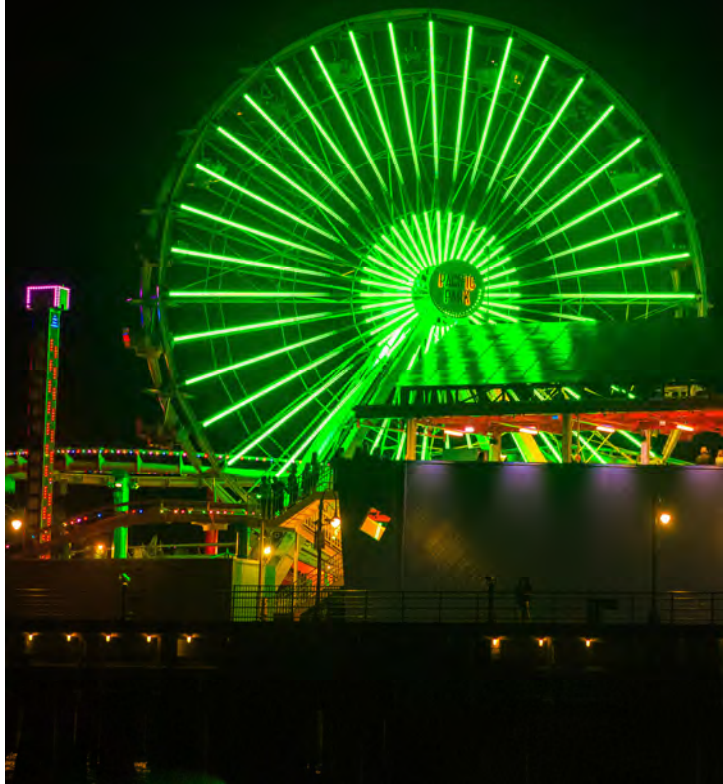
Richmond



DC



California



Atlanta



South Hampton Roads



London

For the Bold Impact

\$1.04 billion raised

#1

**Public university
for alumni
participation**



\$14.7 million

raised from gifts under \$100



\$303+ million

raised for scholarships



\$105 million

raised for faculty support

Leadership Matters



Taylor Reveley



Sue Gerdelman



Katherine Rowe

First Team



**Mark
Begly**



**Dan
Frezza**



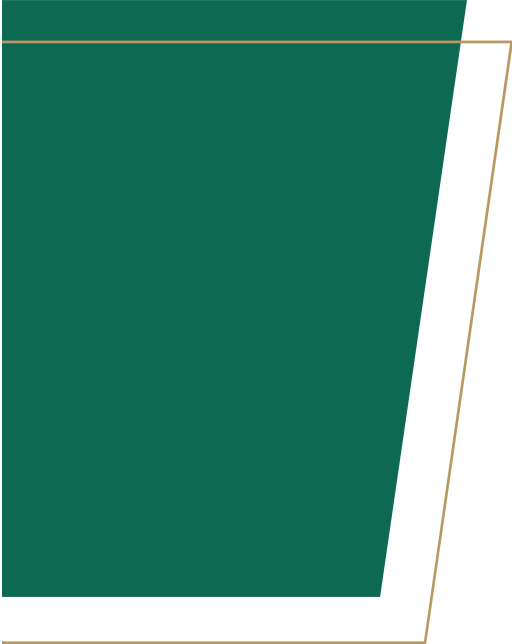
**Heather
Golden**



**Earl
Granger**



**Marilyn
Midyette**



“Our generous donors to the *For the Bold* campaign have invested in efforts that push us beyond the status quo and into bold new ventures to increase equity, inclusion, grit and creativity.”

- President Katherine A. Rowe

A nighttime photograph of a dense city skyline, likely New York City, with numerous skyscrapers illuminated by warm yellow and white lights. A prominent blue beam of light descends from the top center of the frame towards the center of the image. Overlaid on this background is a white rectangular box containing the text 'A UNIVERSITY for the' in a serif font, with 'A' and 'UNIVERSITY' in all caps and 'for the' in lowercase italics.

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THE CAMPAIGN FOR WILLIAM & MARY