A University For the Bold

Strengthen alumni engagement

Achieve 40% alumni participation

Raise $1 billion
Strengthen alumni engagement
# Career & Networking

<table>
<thead>
<tr>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
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<tbody>
<tr>
<td>Online Networking Hours</td>
<td>Alumni Career Webinar Series</td>
<td>W&amp;M Switchboard</td>
<td>W&amp;M Professionals Week</td>
<td>Tribe @ Work Networks</td>
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<tr>
<td>Breakfast &amp; Business Cards</td>
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<td>Career Change Bootcamps</td>
<td>Online Career Change Fellowship</td>
<td>Online LinkedIn Course</td>
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<td>Professionals Lunches &amp; Happy Hours</td>
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<td>W&amp;M Professionals Week</td>
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<td>Alumni Only Career Fairs</td>
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<td>Online Career Change Fellowship</td>
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| **250**                      | **11,665**                                | **3,295**                                |                                           |                                           |
| Events                       | Registrants                               | 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
## W&M Women

**FY12 to FY15**
- Women & Philanthropy Task Force established
- 4,000 alumnae surveyed and focus groups held
- Founding Director of Alumnae Initiatives appointed, May 2015

**FY16**
- Regional events begin - 25 held throughout the U.S.
- W&P Leadership Circle created, led by 25 women philanthropic leaders

**FY17**
- 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

**FY18 & FY19**
- 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

**FY20**
- Faculty and Staff reduced rate offered
- Twelve $4,000 membership scholarships awarded to graduating students

<table>
<thead>
<tr>
<th>480</th>
<th>$4.3M</th>
<th>2000+</th>
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<tbody>
<tr>
<td>Society of 1918 Members</td>
<td>Raised</td>
<td>Event Attendees</td>
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</tbody>
</table>
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

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75 Volunteer leaders engaged in Leadership Circles

Exploring 1st multicultural weekend in FY22
Alumni House Expansion & Renovation

Before

After
Alumni Engagement Growth

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
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</thead>
<tbody>
<tr>
<td>Start of Campaign</td>
<td>10,086</td>
<td>8,767</td>
<td>11,415</td>
<td>12,533</td>
<td>20,005</td>
<td>20,834</td>
<td>23,856</td>
<td>27,762</td>
<td>32,665</td>
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<tr>
<td>Advancement Created</td>
<td></td>
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<td></td>
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<td>Public Launch of</td>
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<td>For the Bold</td>
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NUMBER OF ALUMNI TOUCHPOINTS
Achieve 40% alumni participation
**Student Engagement**

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

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

$13,546,405 RAISED
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.
Raise $1 billion
For the Bold Final Tally

$1,039,871,830
William & Mary Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Goal</th>
<th>Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign for the College</td>
<td>$19M</td>
<td>$21M</td>
</tr>
<tr>
<td>Campaign for the 4th Century</td>
<td>$150M</td>
<td>$153M</td>
</tr>
<tr>
<td>Campaign for William &amp; Mary</td>
<td>$500M</td>
<td>$518M</td>
</tr>
<tr>
<td>For the Bold</td>
<td>$1B</td>
<td>$1.04B</td>
</tr>
</tbody>
</table>

Goal: $1B (original goal)
New Gifts and Commitments

Period Between Campaigns

FY07: $60.2M
FY08: $38.7M
FY09: $62.2M
FY10: $44.9M
FY11: $37.1M

For the Bold Campaign

FY12: $80.1M
FY13: $104.3M
FY14: $104.2M
FY15: $105.8M
FY16: $143.1M
FY17: $134.8M
FY18: $87.9M
FY19: $91.6M
FY20: $149.9M
# Campaign Pyramid – Path to $1 Billion

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

- Undergraduate Alumni: $493.3M
- Graduate Alumni: $78.7M
- Dual-Degree Alumni: $107.8M
- Parents: $33.5M
- Other Individuals: $142.7M
- Corporations: $43.6M
- Foundations: $130.7M
- Other Organizations: $9.7M
Gifts by Type

$556.4M
Cash

$342.9M
Revocable Deferred

$6.5M
Irrevocable Deferred

$133.9M
Outstanding Pledges
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

W&M Athletics Complex

Shenkman Jewish Center

Hixon Center

Entrepreneurship Hub

McLeod Tyler Wellness Center
$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

<table>
<thead>
<tr>
<th>Region</th>
<th>Regional Campaign Goal</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>$60M</td>
<td>$91.7M</td>
</tr>
<tr>
<td>DC Metro</td>
<td>$100M</td>
<td>$117.4M</td>
</tr>
<tr>
<td>NYC</td>
<td>$100M</td>
<td>$138.7M</td>
</tr>
<tr>
<td>Richmond</td>
<td>$75M</td>
<td>$87.0M</td>
</tr>
<tr>
<td>Southeast</td>
<td>$70M</td>
<td>$79.9M</td>
</tr>
<tr>
<td>Western</td>
<td>$80M</td>
<td>$81.9M</td>
</tr>
</tbody>
</table>

The map shows the regions with their respective campaign goals and total raised amounts.
For the Bold Impact

$1.04 billion raised

$14.7 million
raised from gifts under $100

$303+ million
raised for scholarships

$105 million
raised for faculty support

#1 Public university for alumni participation
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 UNIVERSITY for the BOLD