A UNIVERSITY for the BOLD
William & Mary Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Goal</th>
<th>Amount Raised</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign for the College</td>
<td>$600M</td>
<td>$1B</td>
<td>1976-1979</td>
</tr>
<tr>
<td>Campaign for the 4th Century</td>
<td>$500M</td>
<td>$518M</td>
<td>1986-1993</td>
</tr>
<tr>
<td>Campaign for William &amp; Mary</td>
<td>$1.04B</td>
<td></td>
<td>2000-2007</td>
</tr>
<tr>
<td>For the Bold</td>
<td>$1B</td>
<td></td>
<td>2012-2020</td>
</tr>
</tbody>
</table>
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
## 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>
New Gifts and Commitments

Period Between Campaigns

FY07: $60.2M
FY08: $38.7M
FY09: $44.9M
FY10: $37.1M
FY11: $80.1M

For the Bold Campaign

FY12: $104.3M
FY13: $104.2M
FY14: $105.8M
FY15: $143.1M
FY16: $134.8M
FY17: $87.9M
FY18: $91.6M
FY19: $149.9M
FY20: $61.4M

Post-Campaign
Summary of Strategic Findings

• *For the Bold* created a new culture of philanthropy.
• Leadership made the difference.
• Volunteer leadership excelled.
• Principal gifts made the $1 billion goal possible.
• Women’s philanthropy emerged strongly.
• Democratization of the campaign made a huge difference.
• Engagement matters.
Four Strategic Challenges to Address

• “Dream no small dreams!”
• Expand donor pipeline and motivation.
• Identify the sources of new Advancement resources.
• Expand the use of technology applications continuously.
What the Assessment Points to Next

• Bold goals inspire engagement and support.

• Leadership drives success.

• Principal gifts will provide more than half of any future goal.

• Engage the alumni universe.

• Invest in Advancement staffing and programming for continued strong return on investment.
Path Forward Toward Next Campaign

STEP 1
Evaluate
For the Bold

STEP 2
Strategic Planning Leads to Campaign Priorities

STEP 3
Investment in University-wide Advancement Capacity

STEP 4
Feasibility Study

STEP 5
Silent Phase
Campaign timeline: July 1, 2020 – June 30, 2023

**All In launch:** March 24, 2021

Campaign Goal: $55,000,000

Total Raised: $22,993,504 as of 9/17/21

Remaining to Raise: $32,006,496
All In Campaign Priorities

I. Strengthen Our Financial Foundation ($17M) – Annual Giving/Expendable Funds
   • Scholarships & Women in Action Fund
   • Athletics Impact Fund & Sports-Specific Funds

II. Reimagine the Home for W&M Athletics ($33M) – W&M Athletics Complex/Capital Projects
   • W&M Athletics Complex: Kaplan Arena & Sports Performance Center
   • Sport-Specific Naming Opportunities, including locker rooms

III. Provide for Our Future ($5M) – Endowments
VIEW OF OVERALL EXTERIOR
UNIVERSITY MARKETING
University Marketing - Priorities

- Enrollment
- Advancement – Fundraising & Engagement
- Institutional Reputation
Institutional Reputation

• Brand Strategy
  o Positioning Study
  o Strategic Planning

• Content Strategy
  o Messaging & Creative Strategy
Advancement

• Campaign Assessment
• Positioning Study
• Strategic Planning
• Campaign Planning
Enrollment – Long Term

- Positioning Study
- Strategic Planning
- Goal Setting
- Messaging & Creative Strategy
Enrollment – Early Wins

• Senior Look Book
Enrollment – Early Wins

- Immersive & interactive campus experience
- Key features: 360 photography, action zones, positional media, hot spots (video/text) and supplemental photos and videos
- Main campus tour includes 20 stops with an audio guide & text translations in 3 different languages
- Expected launch: early November
Enrollment – Early Wins

- W&M Now – Posse Scholars
Enrollment – Early Wins

• Onboarding

• Campus Tour

• Asset Sharing