

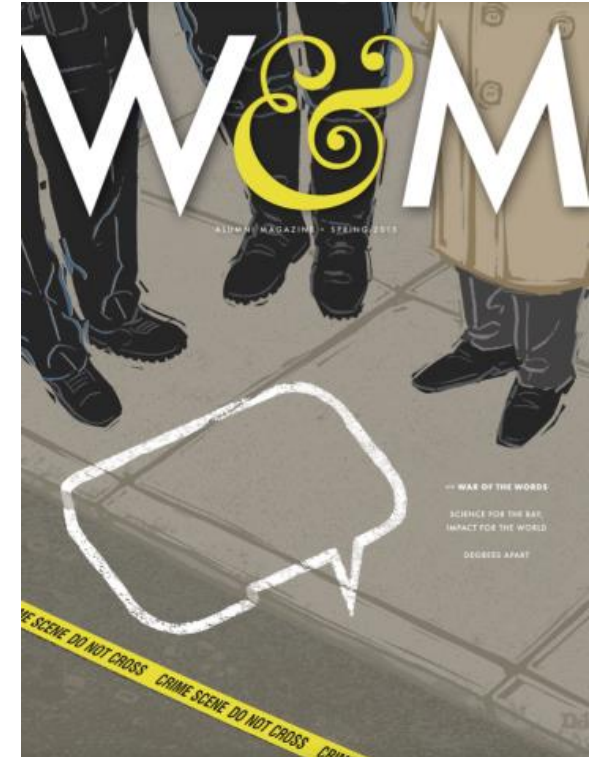
A nighttime photograph of a large, historic brick building, likely a university or government structure, viewed from a courtyard. The building is illuminated with warm, golden light from both interior windows and exterior spotlights. The architecture features multiple stories with arched windows and doorways. A central entrance with a balcony is prominent. The sky is a deep blue, and the courtyard floor is visible in the foreground.

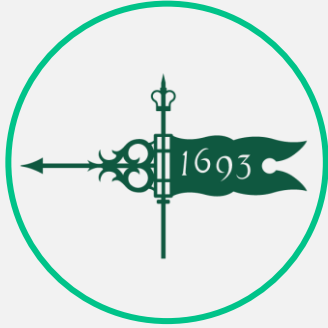
For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

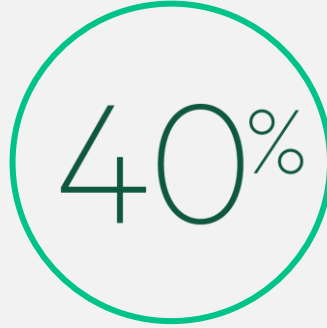
CASE District III Awards

- Special Merit Award for Best Article of the Year:
"Free Speech Under Fire"
- Special Merit Award for Best Overall Annual Giving Program
- Award of Excellence for Best Practices in Fundraising for
"One Tribe One Day"





**Strengthen alumni
engagement**



**Achieve 40 percent
alumni participation**



Raise \$1 billion



Strengthen alumni
engagement



Spring 2016 Alumni Magazine



Repeated Annihilation | The craft behind the comedy of Patton Oswalt '91

Books & Beyond | Celebrating a half-century of Swem through its unique collections



Common Ground | Will Payne '01 on his new book, *Mark Warner the Dealmaker*



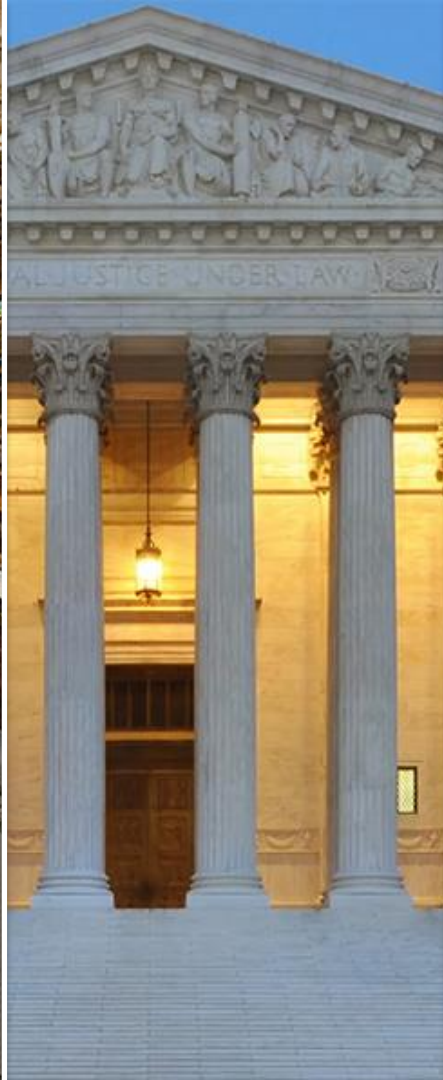
William & Mary Weekend in Washington 2016

Four days of cultural, academic, social and professional events

Registration opened March 21

377 registered to date

- Raft Debate (91)
- Comey Reception (162)
- Saturday Luncheon (56)
- Alumni Gala & Auction (100)
- Mt. Vernon (88)





MAY 18-21, 2017

Regional Engagement Events

Naples: February 15 // Hosted by David Eklund '82 and Jeanine Eklund P '15, P '20

Miami: February 19 // Hosted by Edward Blumberg J.D. '75 and Iliana Blumberg

San Francisco: March 8 // Hosted by Dave Stone and Honor Fullerton Stone P '16

Los Angeles: March 9 // Hosted by Kevin Burke M.B.A. '84

Los Angeles: March 10 // Hosted by Nicco Mele '99 and Morra Aarons-Mele

San Diego: March 11 // Hosted by Brandon Black '89 and Dana Black

London: April 13 // Drapers Hall

Denver: June 15 // Hosted by Melissa Dozier Friedery '78 and John Friedery '78

Seattle: June 17 // Hosted by Connie Catterton Sizemore '62 and Mason Sizemore '63

Volunteer Leadership Summit

September 17, 2016

Largest gathering of volunteers to date

Participants: Volunteer boards, campaign steering committee, class ambassadors, chapter leaders, women & philanthropy leadership circle

Program: State of the university, campaign update and impact



Women & Philanthropy

W&P Internal Advisory Group appointed

W&P Leadership Circle appointed

March 15: Advancement staff workshop

March 19: Women's Leadership Summit at the Mason School of Business

April 9: Celebration of Women's Athletics

April 23: First meeting of the W&P Leadership Circle



50/100 Commemorations

In 2017, on the occasion of the 50th anniversary of our first three African-American residential students, W&M will commemorate the African-American student experience. A steering committee has been appointed.

In 2018, we will commemorate 100 years of coeducation. A steering committee has been appointed and has prioritized the following initiatives:

- Exhibits featuring alumnae
- Speaker series
- Women's Leadership Summit
- Creation of an endowment
- Faculty Incentive Fund
- Student summer research fund

One Tribe. One Network.

Professional programs to unite W&M alumni by industry and workplace affinity:

- W&M Network on LinkedIn
- Monthly Networking Events (online and in-person)
- Workplace programs – Tribe @ Work
- Recruiting – Hire the Tribe
- W&M Webinars



Real Estate Breakfast & Business Cards March 29 at W&M Washington Center

Alumni Interest Survey

Feedback from all alumni will allow us to benchmark success with peer institutions, measure effectiveness over time, enhance alumni engagement and turn feedback into actions.



**SHARE
YOUR
VOICE!**

Upcoming Events

50th Reunion (Class of '66) | Apr. 29–May 1

Olde Guard Weekend | May 1–2

Boyle Society Program & Luncheon | May 3

Commencement Weekend

- Student Academic Prize Ceremony | May 12
- Honorary Alumni Award Ceremony | May 13
- Legacy Family Reception | May 13
- Alumni Induction Ceremony | May 14

W&M Weekend in Washington, D.C. | June 2–5

Volunteer Leadership Summit | Sept. 17

Homecoming 2016 | Oct. 13–16



40%

Achieve 40 percent
alumni participation



Undergraduate Alumni Participation

FY15 Final

27.1%

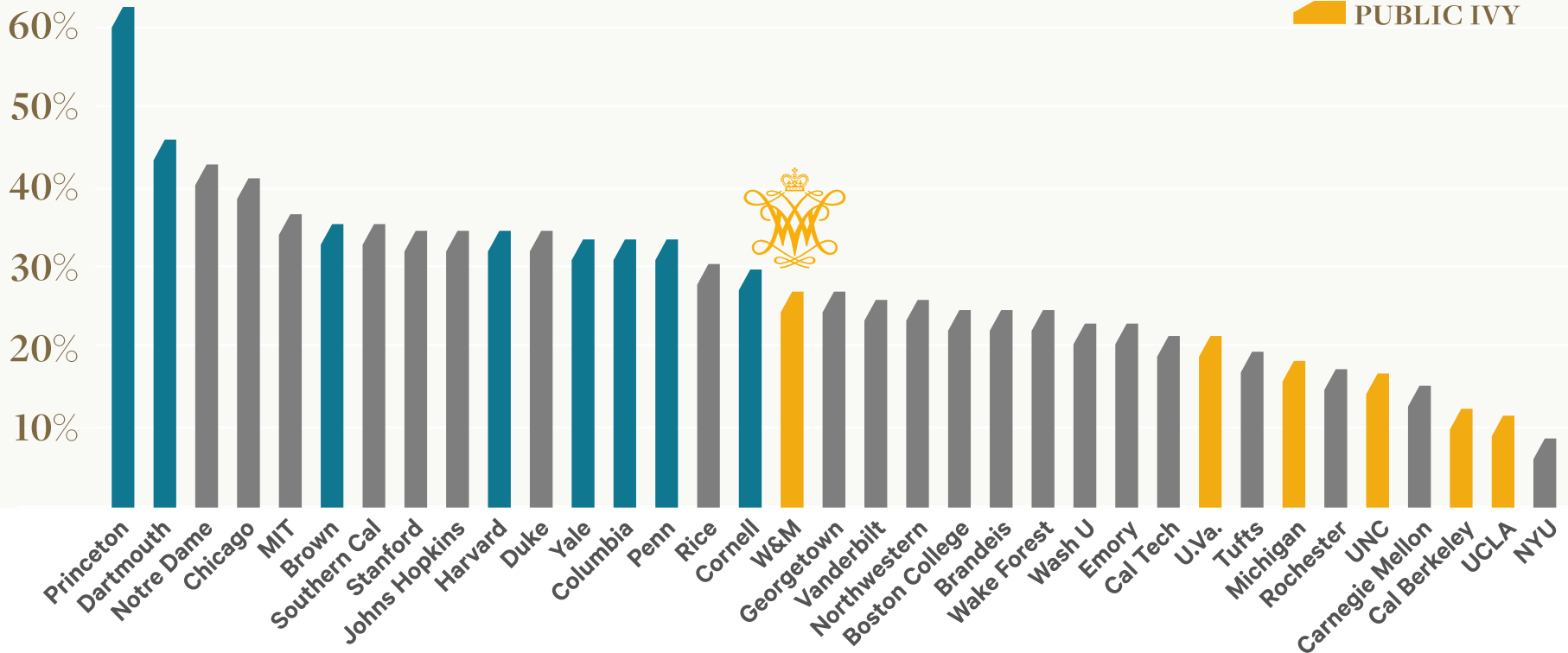
FY16 Goal

30%

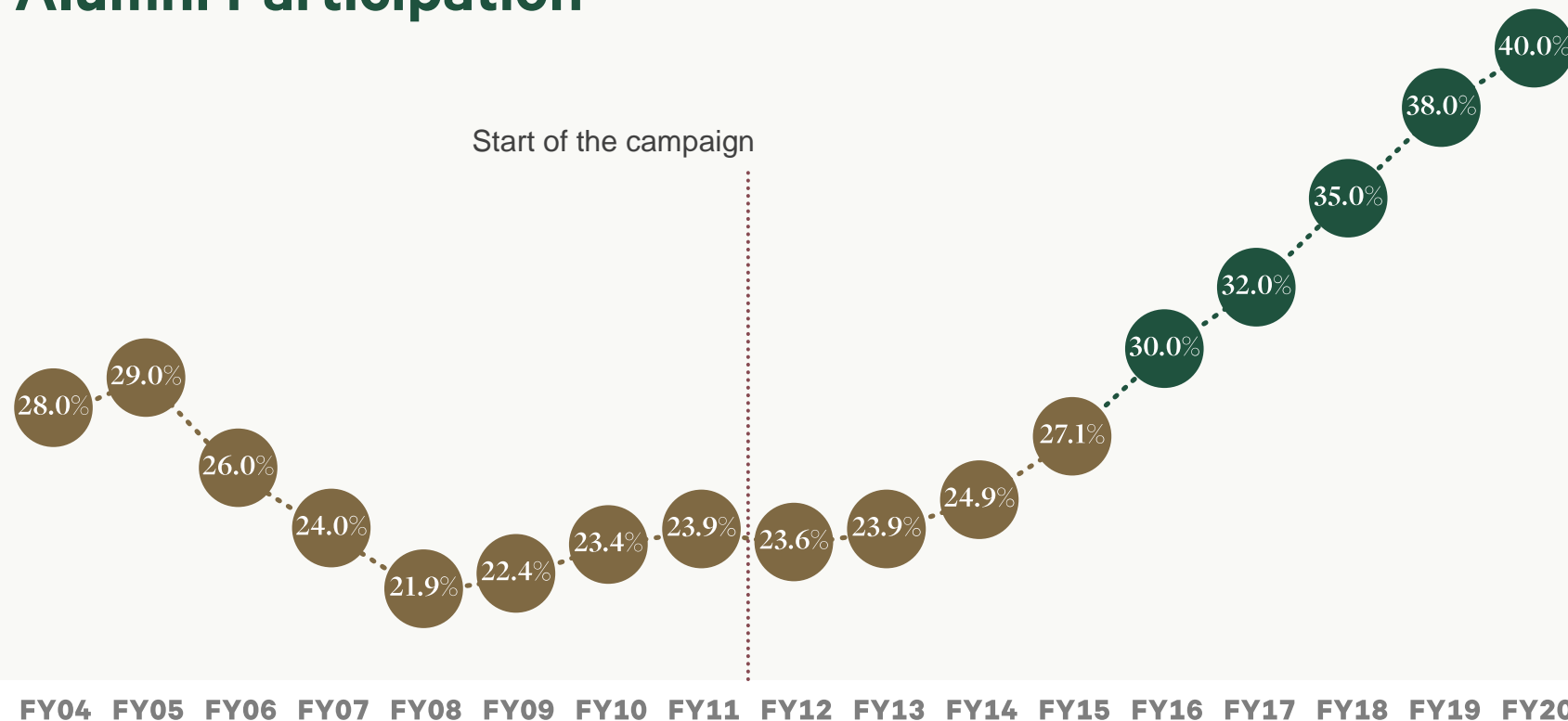
2016 U.S. News and World Report

Top 35 Universities By Alumni Giving Rate

■ IVY LEAGUE
■ PRIVATE
■ PUBLIC IVY



Alumni Participation



Annual Giving

Total Dollars University-Wide (3/31/15)

\$8,407,774

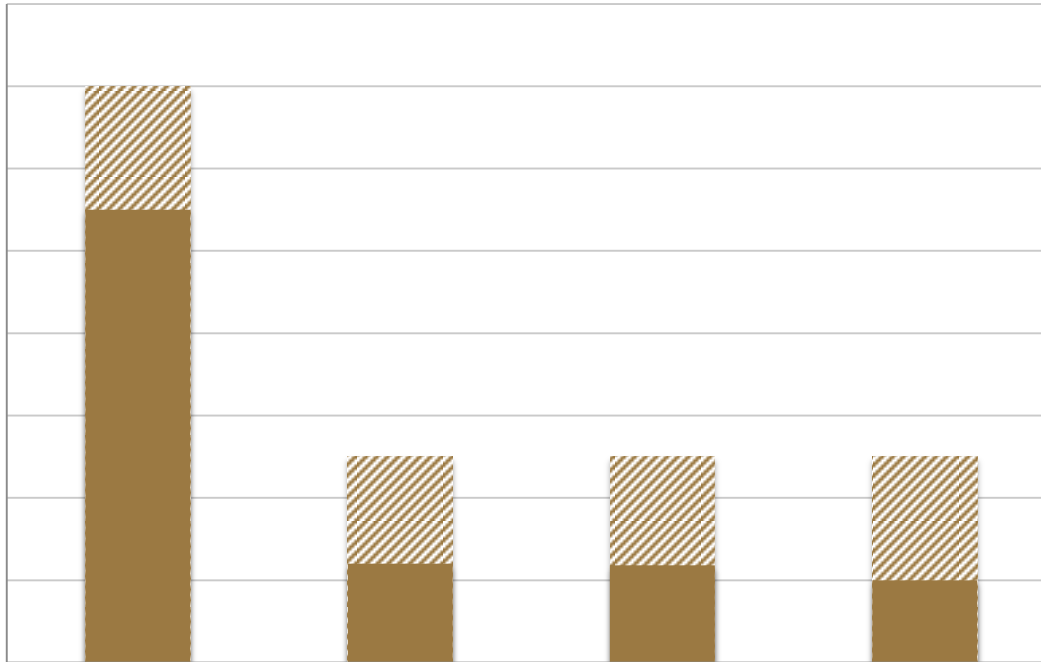
Annual Giving—Unrestricted

Fund for William & Mary + Scholarships Impact Fund (3/31/15)

\$3,590,665

Annual Giving

Student Philanthropy (3/31/15)



Class of 2016 is 13% ahead of where the Class of 2015 was at this time last year.

They are on track to meet the 70% participation goal.

Crowdfunding

New platform: GiveCampus

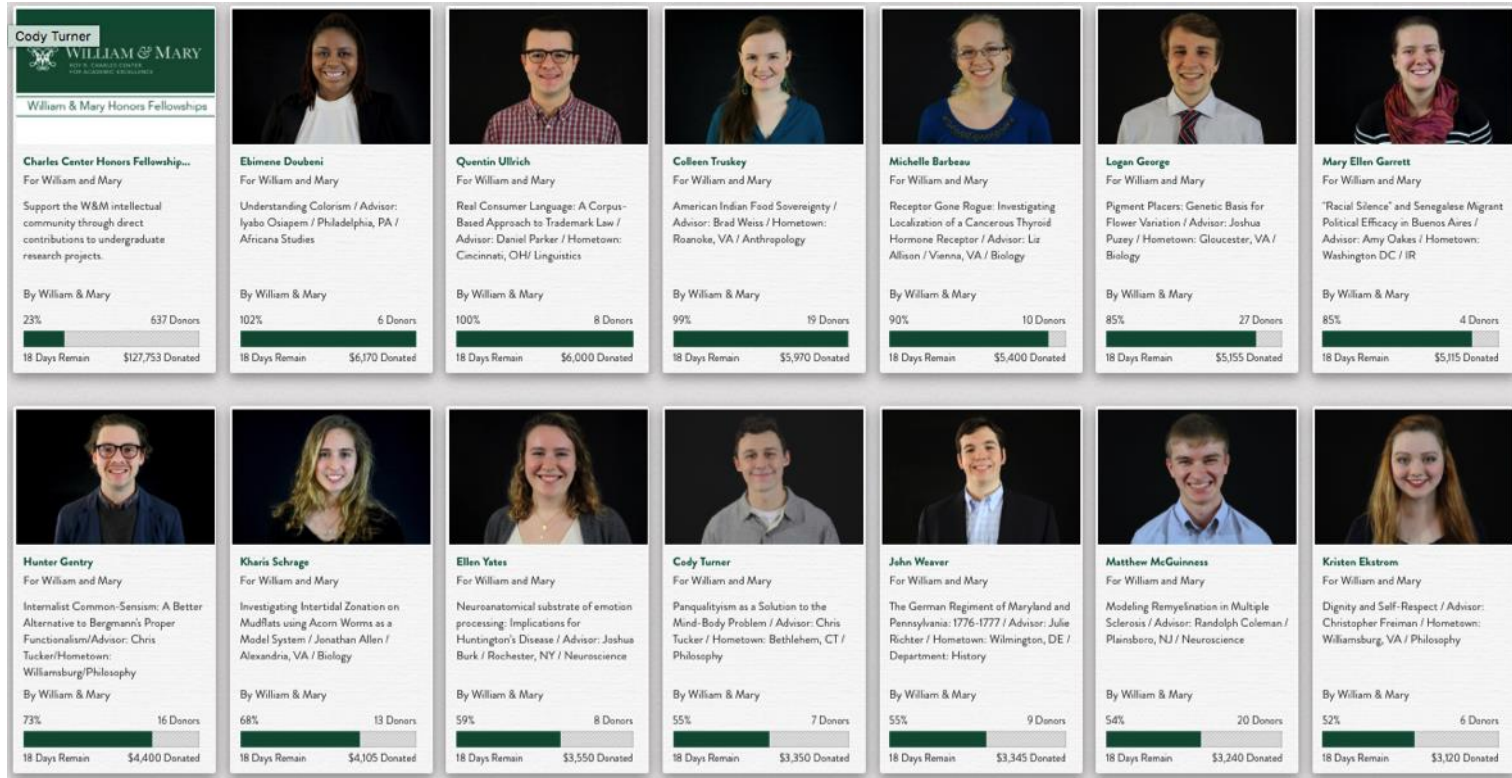
- Peer-to-peer fundraising
- Anyone can directly offer matching gifts and challenges
- Built on social sharing

Honors Fellowships used as GiveCampus pilot

Additional crowdfunding initiatives will be explored



Charles Center Honors Fellowships



Charles Center Honors Fellowships

W&M
Ebimene Doubeni
By William & Mary



\$6,170

donated

102% donated of \$6,000 goal

6

donors

18

Days remaining

GIVE NOW!

<http://gvcmp.us/gtkevl>

 Share

 Tweet

This campaign ends on April 20 at 12:00AM EDT

Charles Center Honors Fellowships

PROGRESS TO DATE

87 projects

966 gifts from 802 donors

Dollars: \$225,000

Additional scholarships: \$78,000

The Washington Post

Grade Point

Colleges are going online to crowdsource donations, and they're raising millions



2014

1,693

GOAL

1,906

ACTUAL

2015

2,100

GOAL

6,078

ACTUAL



2016

7,000
GOAL

Challenge Opportunities

DONOR CHALLENGES

\$25,000	Kurland Challenge – 1,000 donors
\$50,000	Green & Gold Challenge – 2,500 donors
\$50,000	Arnall-Matthews Challenge – 4,000 donors
\$95,000	Watkins Family Challenge – 5,000 donors
\$100,000	McLeod-Tyler Challenge – 6,000 donors
\$150,000	Eklund Challenge – 7,000 donors
\$250,000	Tull Challenge – 9,000 donors

Challenge Opportunities

PARENT CHALLENGE

\$50,000 Dobson-Thaker and Parent and Family Council – dollar for dollar match to the Parents Fund

SCHOOL AND UNIT COMPETITION

\$50,000 Gerdelman – recognizing top-performing schools and units

- \$25,000 *first place*
- \$15,000 *second place*
- \$10,000 *third place*



Megan L
@malyons15



 Follow

In line for coffee at Georgetown and the two girls in front of me are both **#Tribe** alums talking about **#OneTribeOneDay** **#takingover** **#fam**

RETWEET

1

LIKES

9



6:54 AM - 19 Apr 2016





Anna Mahalak

@annamarieDC



Follow

Over half of the statuses I've seen W&M alumni are giving back to so many areas of the College! They can't choose just one! #OneTribeOneDay

LIKES

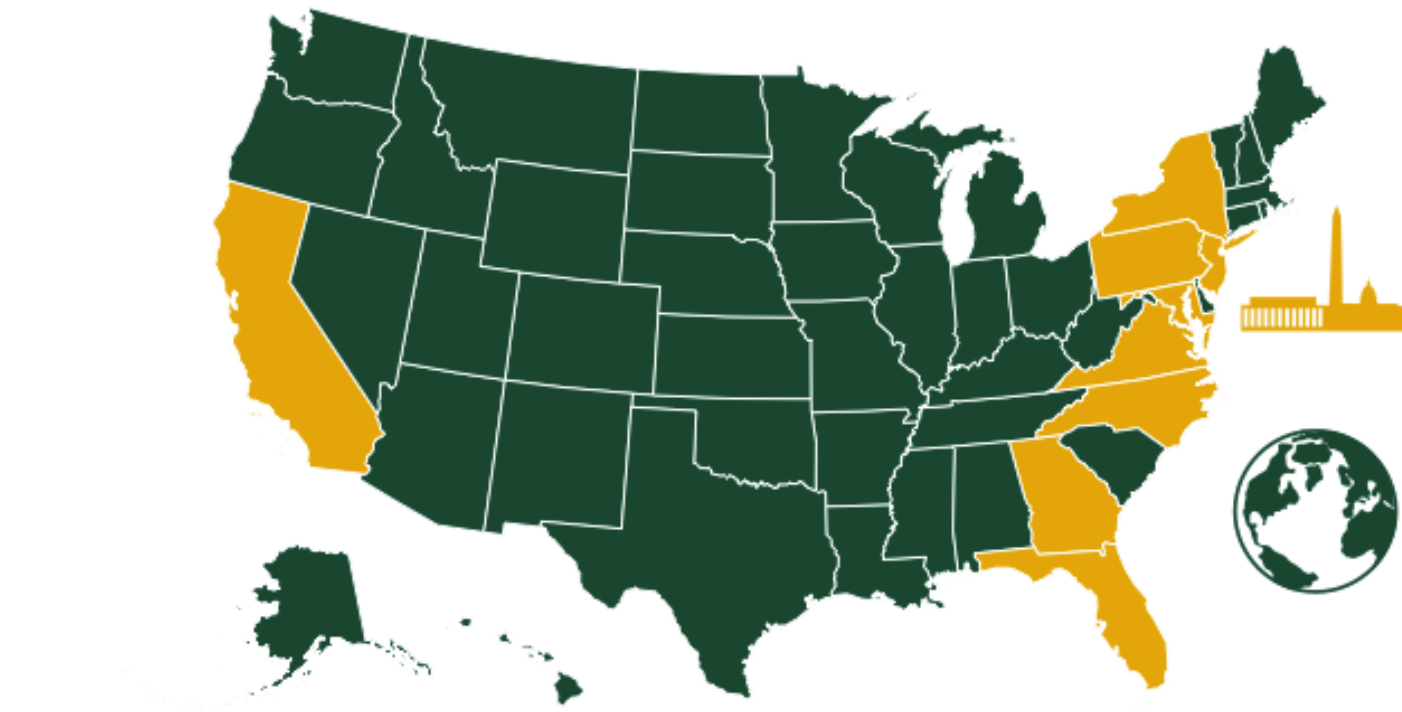
4



8:54 AM - 19 Apr 2016



Preliminary Results





2015

6,078

DONORS

\$1.3M

RAISED

2016

10,000⁺

DONORS

\$1.8M⁺

RAISED

\$ raised includes challenge gifts

Class Ambassador Program

Q3 UPDATE

- 745 volunteers paired with 6,710 classmates
- June 30 goal: 1,000 Class Ambassadors

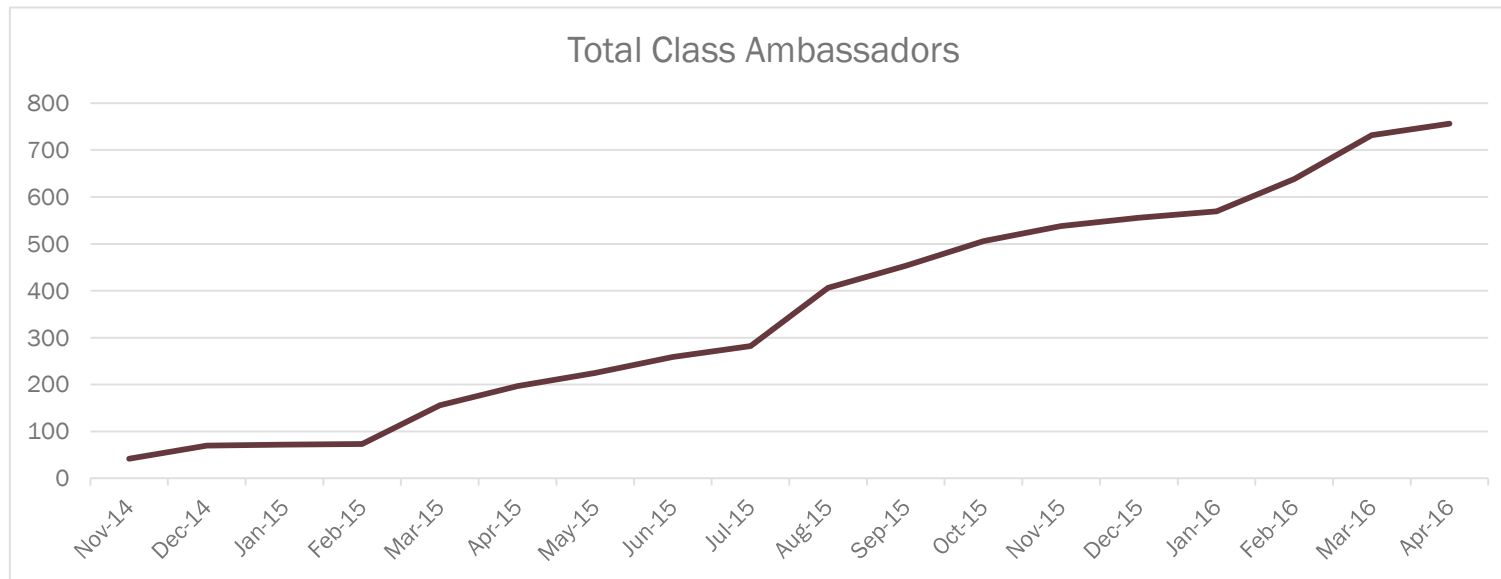
UPCOMING

- May 18: Reception in Charlotte
- June 3: W&M Weekend reception
- June 17-18: Class Ambassador Academy



Class Ambassadors

Growth since launch



50th Reunion

Fundraising Goal: \$27 million

Progress to Date: \$27.4 million

Signature Projects

- 1693 Scholarship: \$1,779,956
- Alumni House Expansion: \$641,219

Participation Goal: 66%

- 47% participation in reunion
- 31% participation in FY 2016



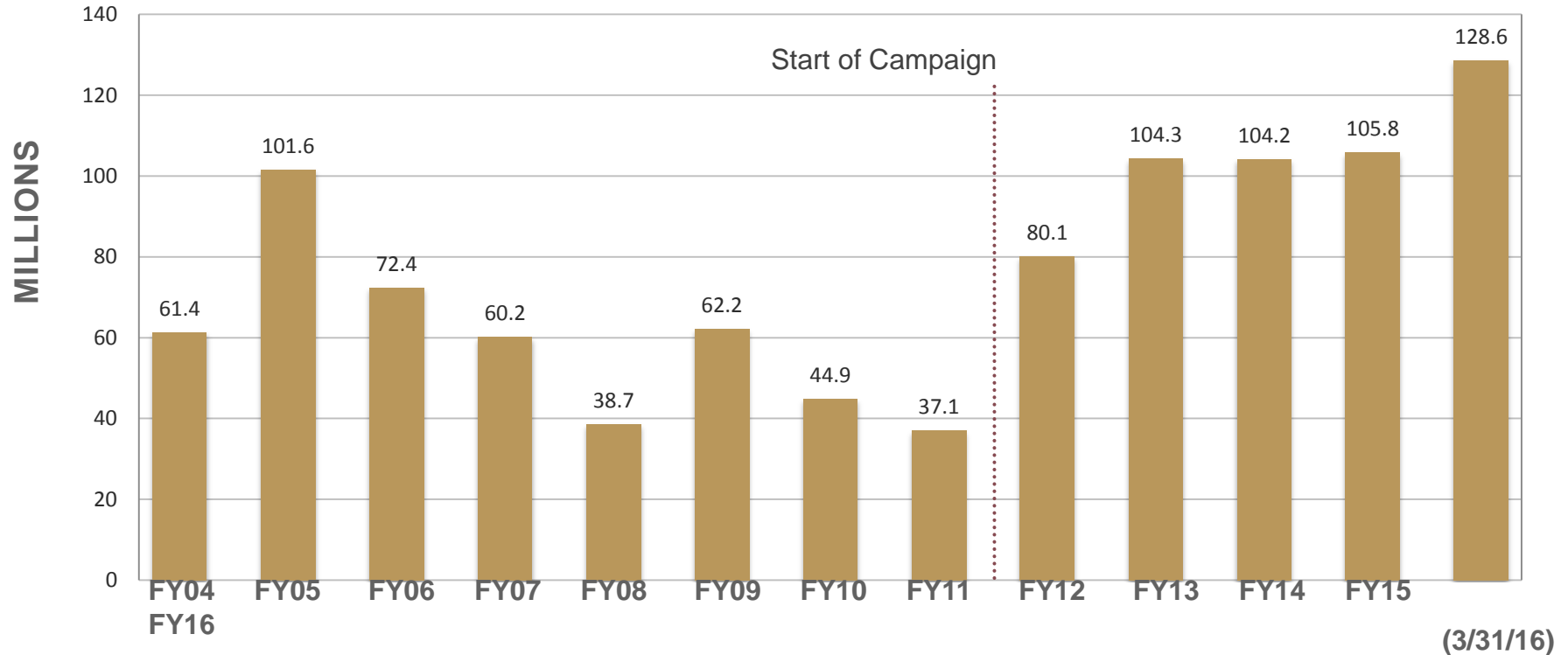


Raise \$1 billion



New Gifts and Commitments

AS OF MARCH 31, 2016



Total raised as of March 31, 2016

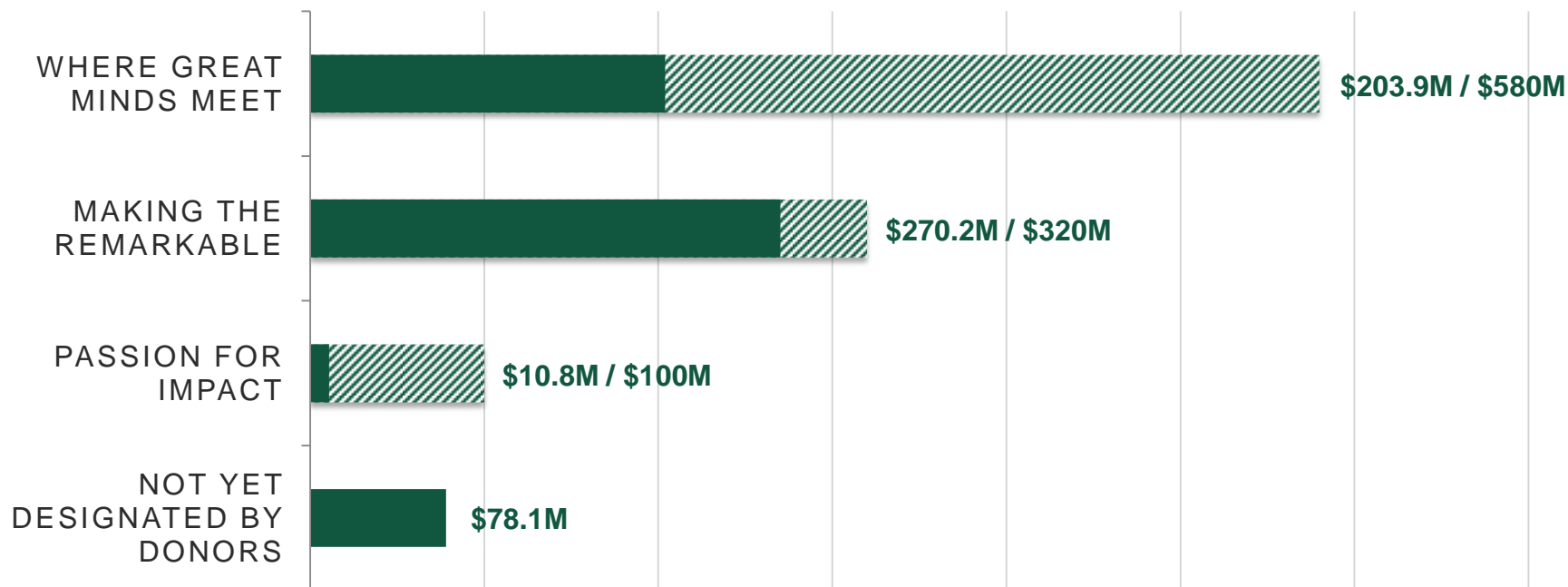
\$563
MILLION

Goal by June 30, 2016

\$575
MILLION

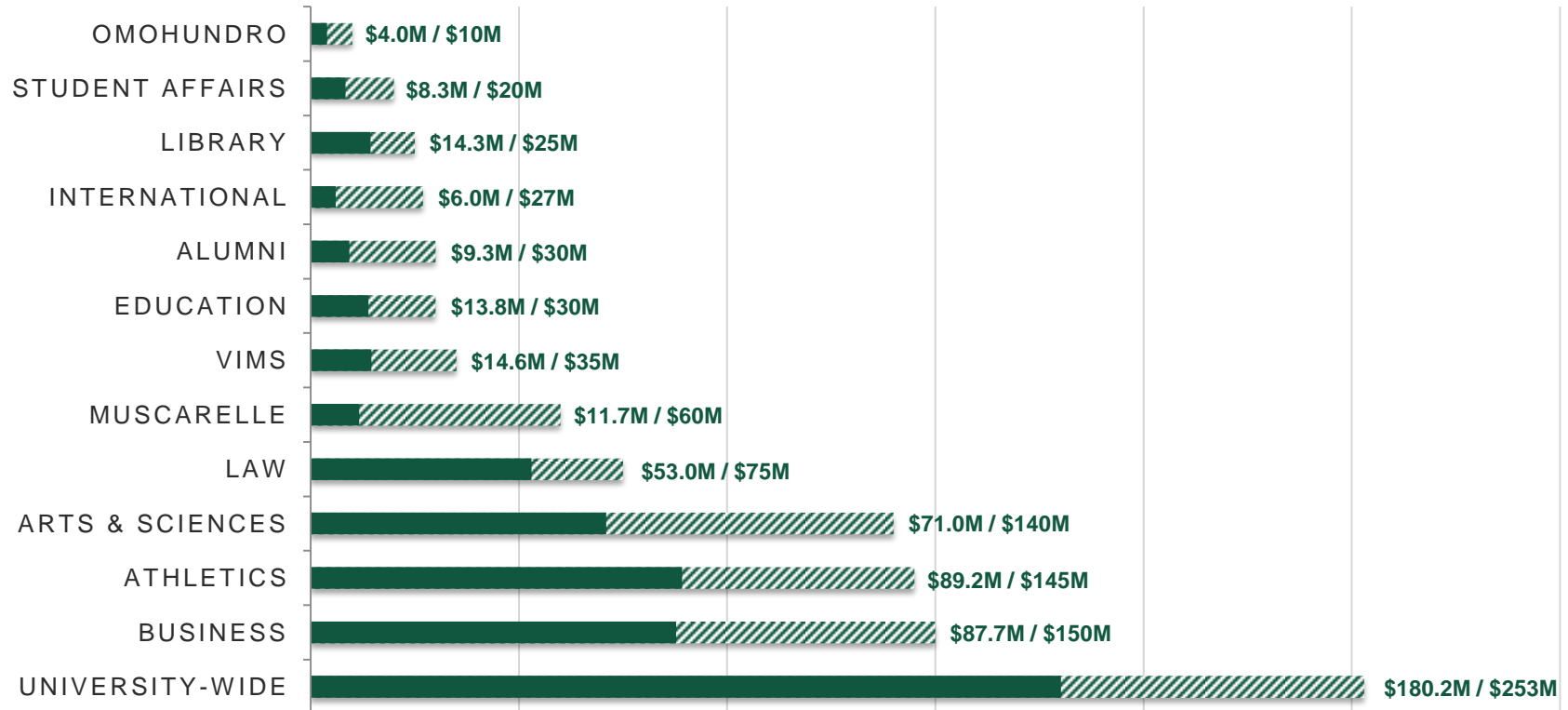
Goals and Progress by Pillar

AS OF MARCH 31, 2016



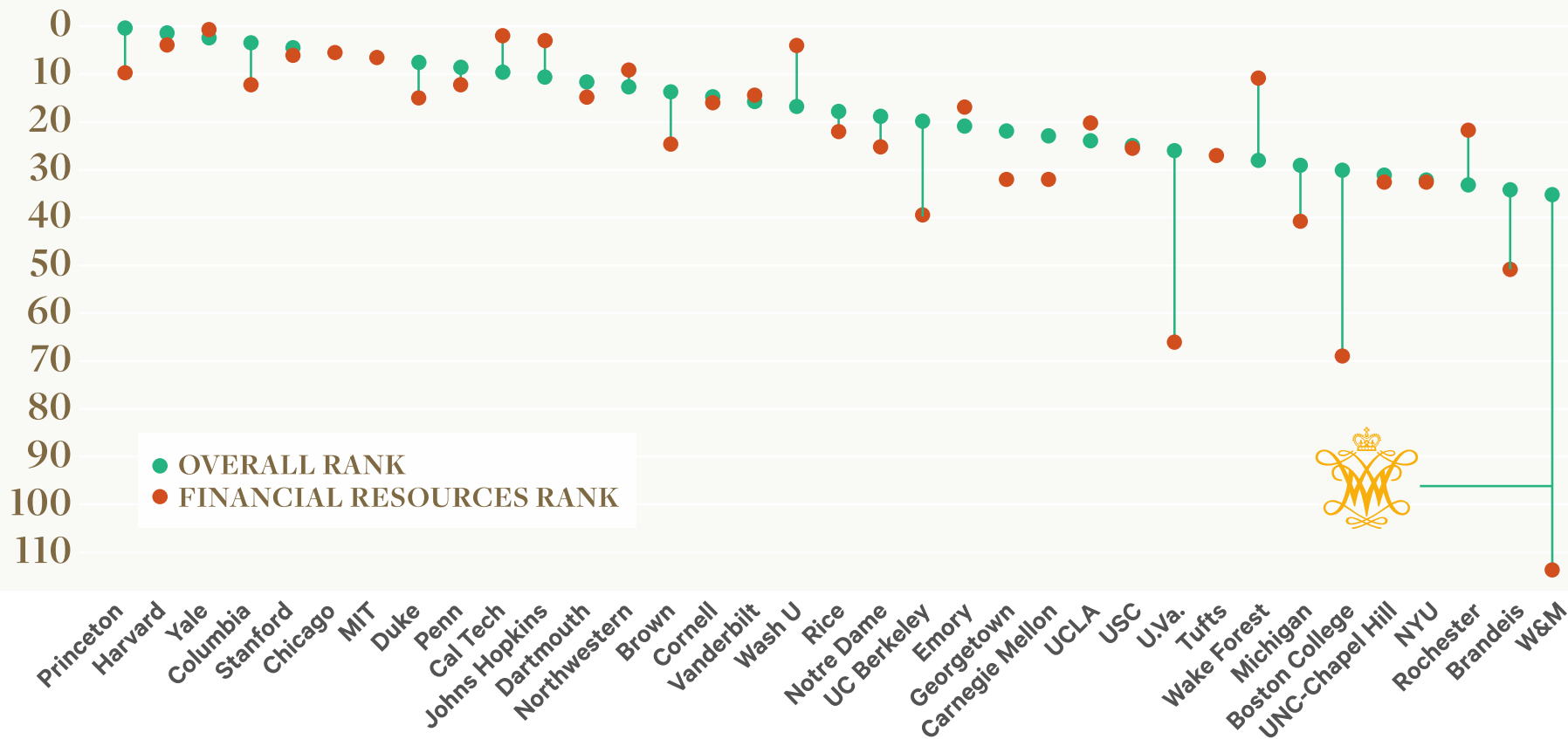
Goals and Progress by School and Unit

AS OF MARCH 31, 2016



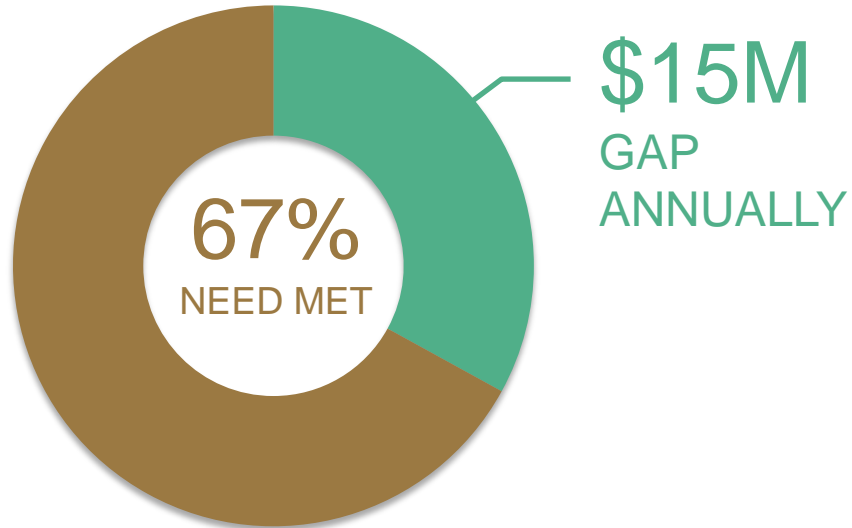
2016 U.S. News and World Report

Comparing Overall Ranking with Financial Resource Ranking



Campaign Focus: Scholarships

One in three undergraduates have demonstrated financial need, but we are able to meet only 67 percent of that need.

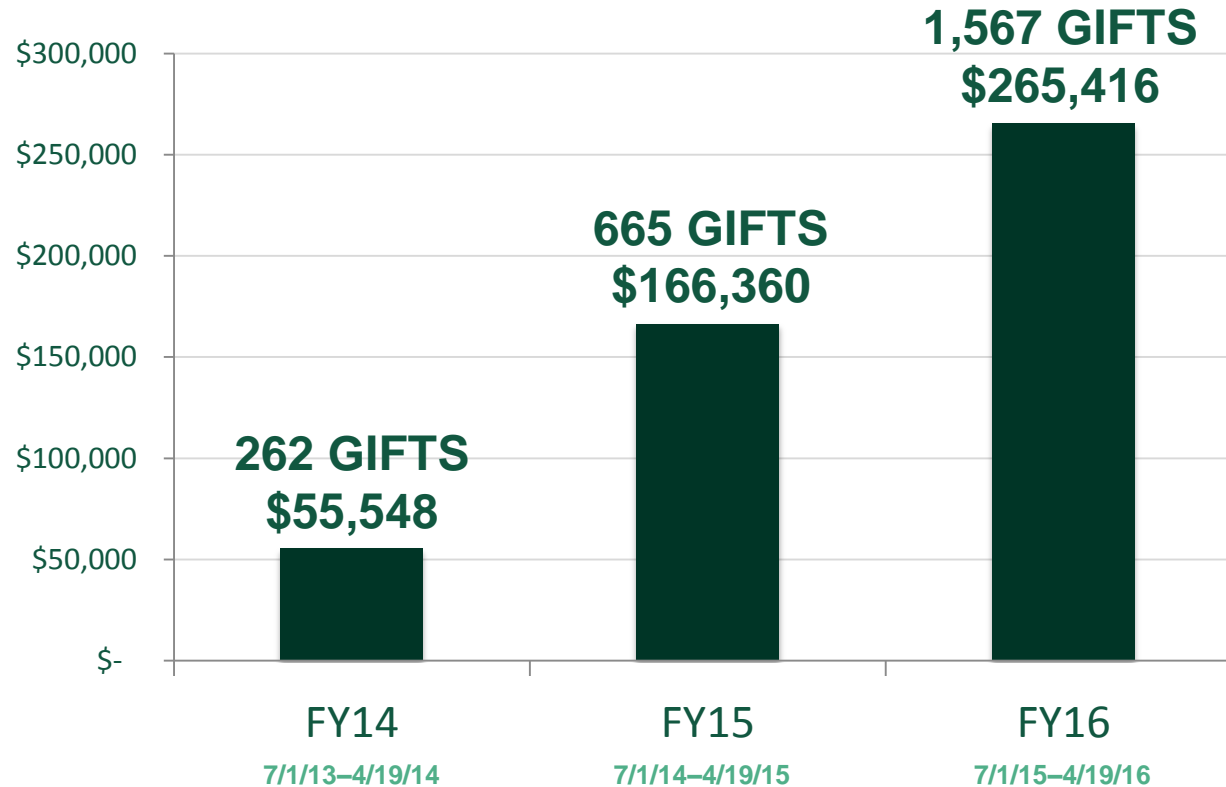


Progress in 2016

Since January 1, 2016:

- Over 1,500 donors for scholarships—more than 400 on One Tribe One Day
- \$5.4M in cash and commitments for scholarships
- 19 scholarships established toward goal of 40 by June 30 (7 expendable; 12 endowed)

Scholarship Gifts



Broderick-Goldman Sachs Gives Challenge 2016



Raising another \$1M for scholarships in 2016

New gifts to any scholarship fund at William & Mary are matched, dollar-for-dollar, with a gift to the Scholarships Impact Fund, up to \$500,000

\$350,700 raised as of April 20, 2016

CABELL CHALLENGE



Innovative Research



Recruiting Top Faculty



**Increasing Grant
Funding**



**Admission to Graduate
and Medical Schools**



**Success in STEM
Careers**

Regional Campaign Events

2016

New York City – Sept. 29

2017

San Diego/Orange County – Mar. 16

Los Angeles – Mar. 17

San Francisco – Mar. 18

Washington, D.C. – Apr. 27

Regional Campaign Events

FALL 2017

Atlanta

Chicago

SPRING 2018

Naples

West Palm Beach

Richmond

Raleigh

Charlotte

FALL 2018

Seattle

Denver

Dallas

Houston

Austin

SPRING 2019

Philadelphia

Norfolk/Virginia Beach

Charlottesville

FALL 2019

Boston

Baltimore

Hong Kong

For the Bold

IN NEW YORK CITY

William & Mary invites you to be part of an extraordinary movement; to build on a remarkable legacy of achievement.

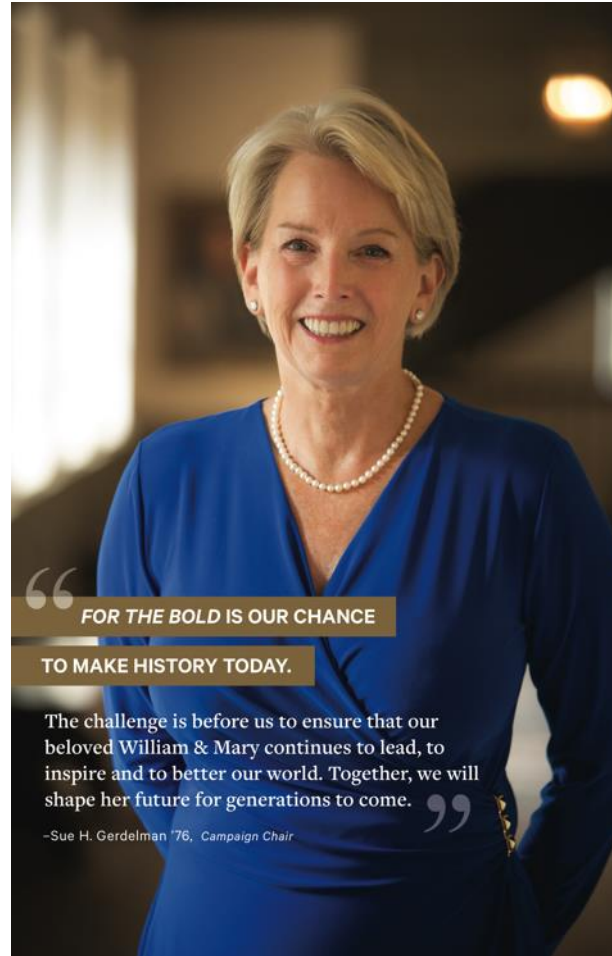


SEPTEMBER
29

JAZZ AT
LINCOLN CENTER'S
FREDERICK P. ROSE HALL

6:30 PM COCKTAIL RECEPTION • 7:30 PM PROGRAM
• 8:15 PM TO 10:00 PM STROLLING SUPPER •

Broadway at 60th Street | Time Warner Center | NYC



“

FOR THE BOLD IS OUR CHANCE

TO MAKE HISTORY TODAY.

The challenge is before us to ensure that our beloved William & Mary continues to lead, to inspire and to better our world. Together, we will shape her future for generations to come. ”

—Sue H. Gerdeman '76, Campaign Chair

.....

FROM THE CRIM DELL
TO THE BROOKLYN BRIDGE
AND BEYOND

.....

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

**Together, we can push the
boundaries of excellence and do more
than we have ever done before.**

RSVP BY **9/16**

WWW.RESPONSE.WM.EDU/BOLDNYC

Or contact Advancement Events: advevents@wm.edu | 757.221.1520

EVENT SPACE IS LIMITED | BUSINESS ATTIRE

.....

ACCOMMODATIONS AND PARKING INFORMATION ARE AVAILABLE
ON THE REGISTRATION SITE: WWW.RESPONSE.WM.EDU/BOLDNYC



Campaign Newsletter



CAMPAIGN E-NEWSLETTER - SPRING 2016

Message from the Campaign Chair



Welcome to the first edition of the *For the Bold* campaign e-newsletter. As campaign chair, my goal is to keep loyal members of the William & Mary community informed of the university's fundraising endeavors and provide a comprehensive overview of campaign-related events and activities. The e-newsletter will go out on a quarterly basis so stay tuned for more updates throughout the year!

[READ MORE](#)



Upcoming Events



April 19: One Tribe One Day

One Tribe One Day-William & Mary's day of boldly giving back and paying it forward-is next week! Mark your calendar!



June 2-5: W&M Weekend in Washington, D.C.

Internationally acclaimed journalist Charlie Rose joins the exciting Weekend lineup and will interview FBI Director James B. Comey Jr. '82, LL.D. '08 at the Newseum reception. [RSVP today.](#)

Bold Leadership



Ellen Stofan and Tim Dunn Boldly Support W&M's International Initiatives

Ellen R. Stofan '83, D.Sc. '16 and Timothy P. Dunn '83—two of William & Mary's most distinguished alumni leaders—are fueling innovative research efforts and programs across campus with a significant commitment to the *For the Bold* campaign.

[READ MORE](#)

GIVE NOW

The background of the entire image is a nighttime scene. It features a gradient from a deep teal at the bottom to a dark, starry black at the top. In the lower portion, two stone pillars topped with spherical ornaments are visible, flanked by the silhouettes of trees. The pillars are illuminated from below, casting a warm glow.

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY