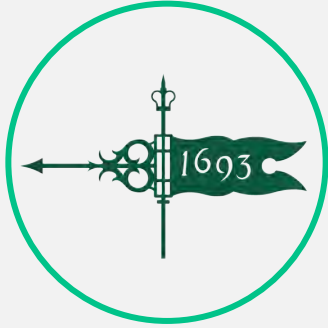


For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

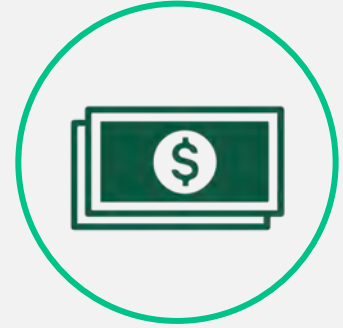




**Strengthen alumni
engagement**



**Achieve 40 percent
alumni participation**



Raise \$1 billion

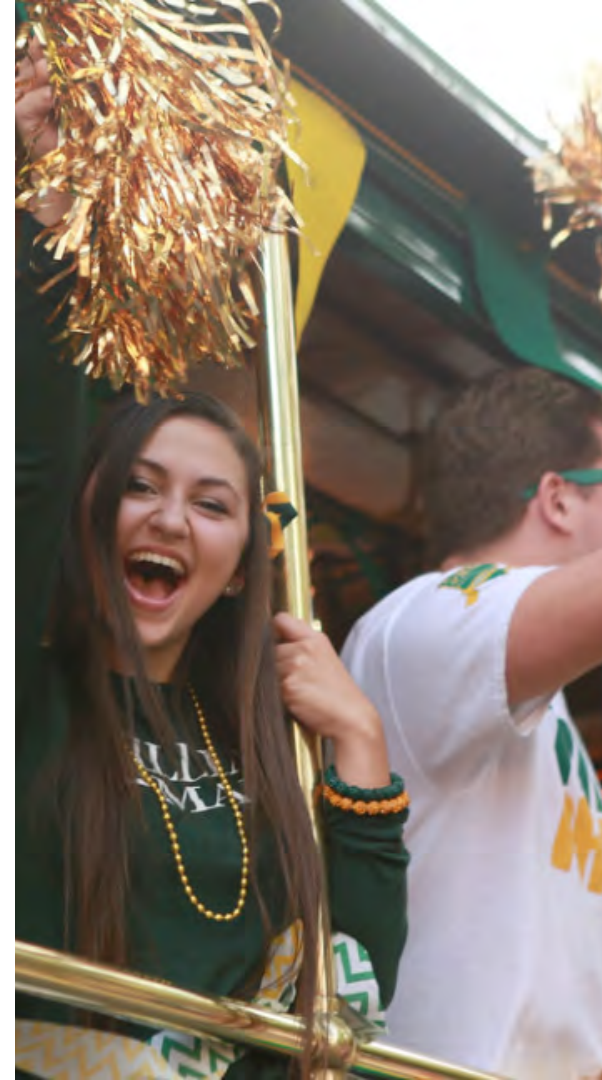


Strengthen alumni
engagement



Homecoming 2016

- **3,721 total registrants**
- **NPS score of 59** (-100 to 100 scale, 50+ is excellent)
- **A successful Homecoming Parade**
 - 50 groups participated (vs. 30 last year)
 - Over 1,000 people gathered to watch
- **85% of attendees were not in a reunion year**
(vs. 75% last year)



Alumni Admission Network

Goal: To engage alumni and parents in W&M recruitment efforts through enhanced outreach to prospective students and families

- Target Geographic Areas
- Volunteer Recruitment
- Volunteer Training Program





WILLIAM & MARY WEEKEND

== MAY 18-21·2017 ==

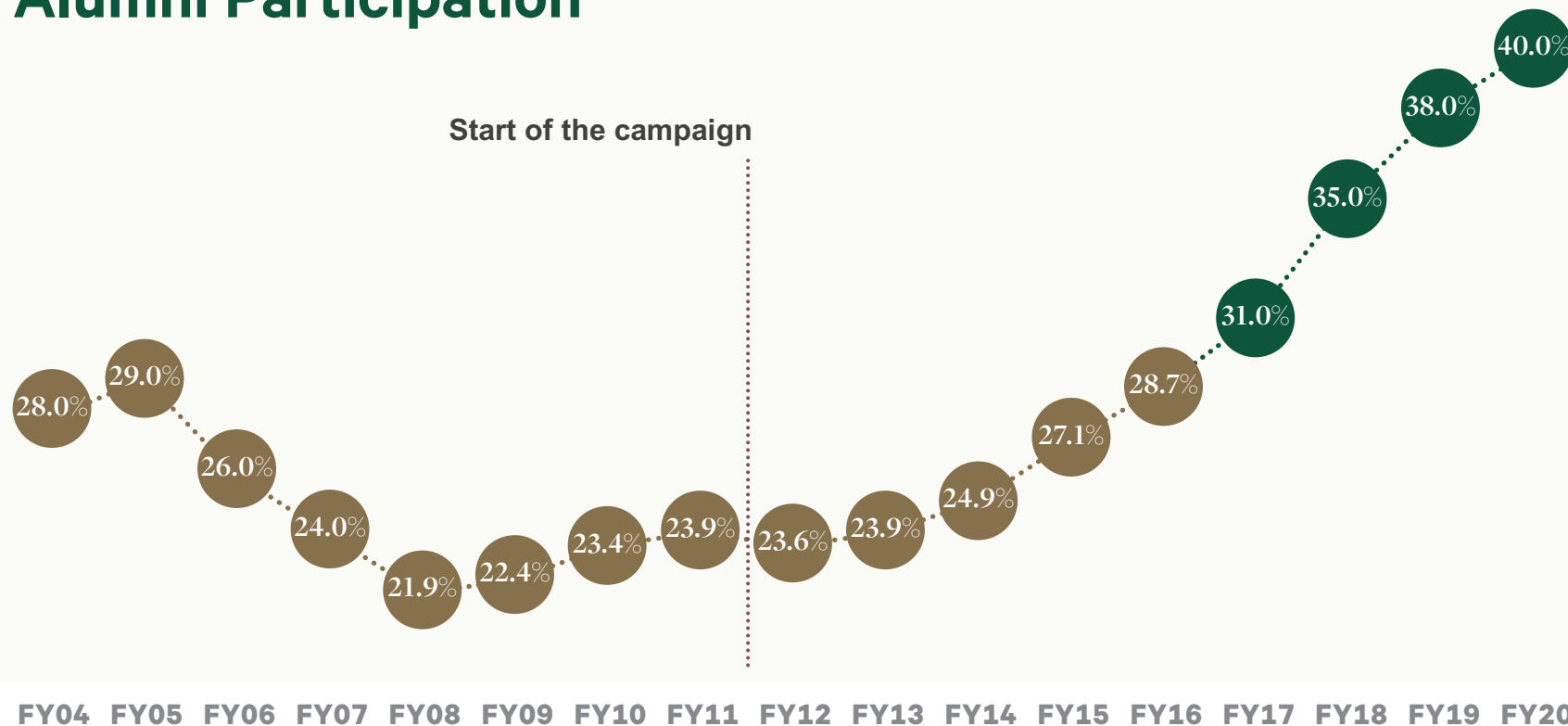
NEW YORK, NY

40%

Achieve 40 percent
alumni participation



Alumni Participation



Reaching 40% Will Require: Objectives

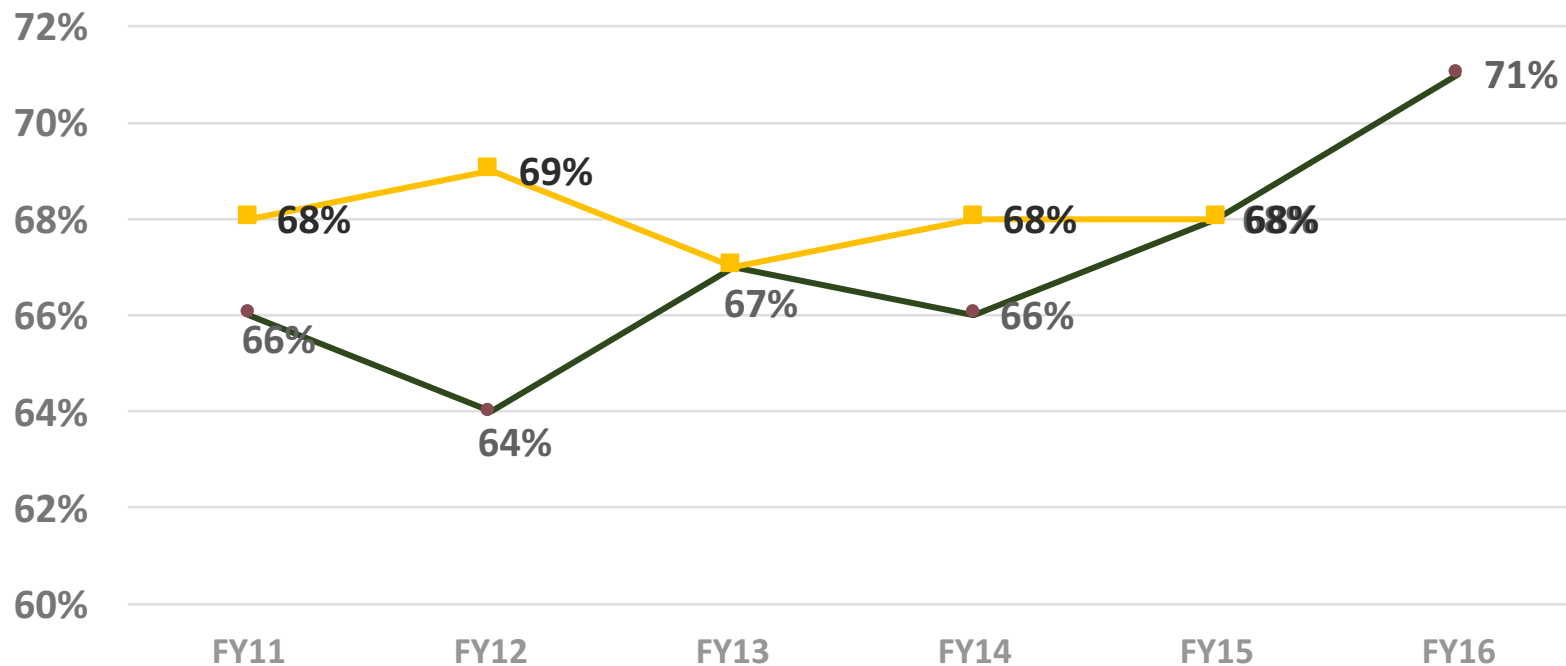
- Investment in student philanthropy
 - Senior class gift retention
 - Young alumni philanthropic engagement
- Investment in peer-to-peer engagement
 - Increase reunion pledge fulfillment rates
 - Bolster annual touch points
- Increase retention rates
 - Acquisition donors
 - Consecutive-year donors



Donor Retention

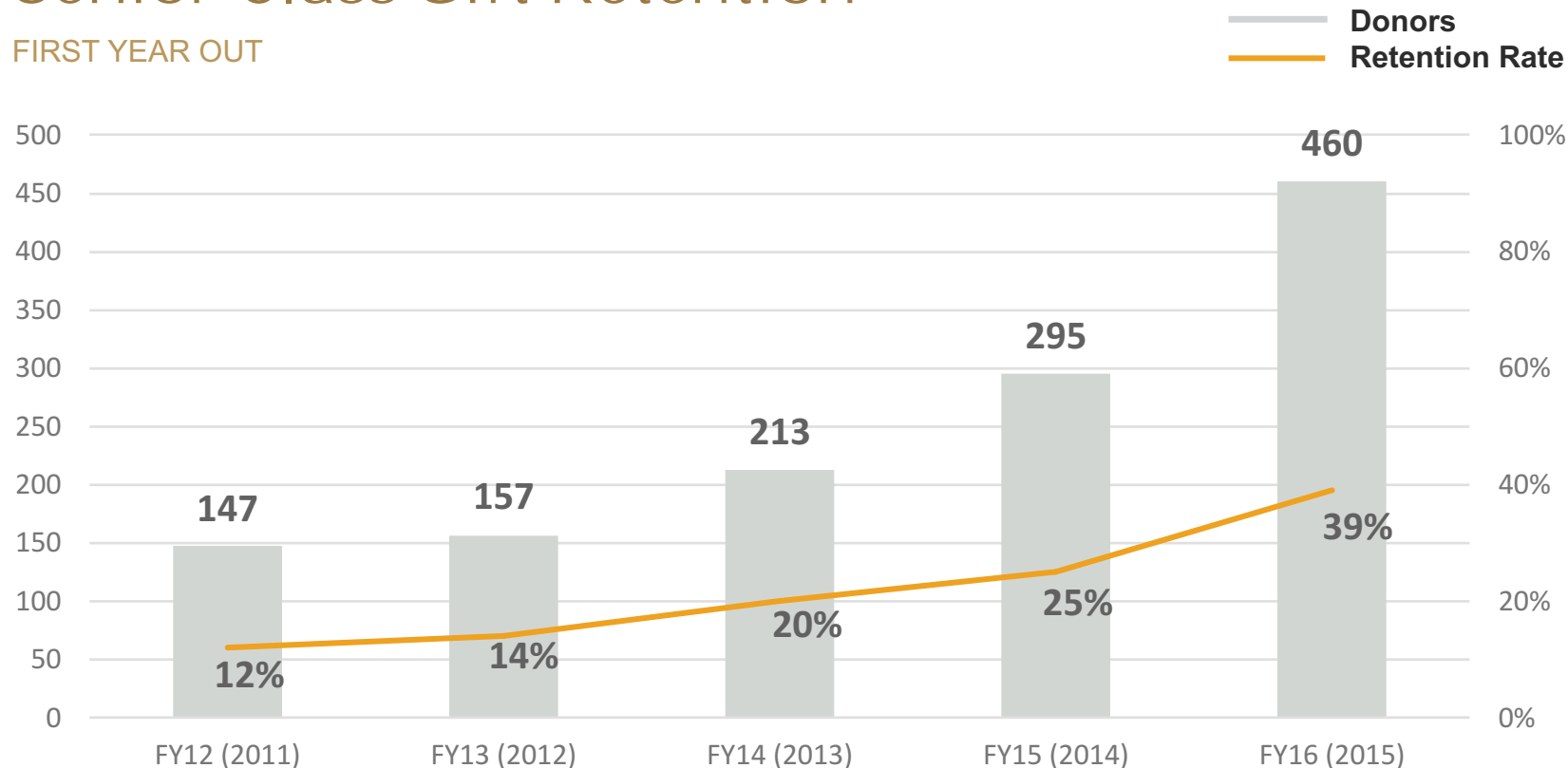
MULTI-YEAR GLANCE

— W&M Alumni Retention Rate
— Peer Median



Senior Class Gift Retention

FIRST YEAR OUT





Jimmy Moore
@SouthernJimmy96



So thankful for all that [#williamandmary](#) donors do for our campus, incl. supporting scholarships for students like me! Thank you!! [#WMtagday](#)



W&M Alumni Assn. @WMA/umni

Today is Tag Day! When we say THANK YOU to donors w/gold tags throughout campus. Follow along [#wmtagday](#) & learn more advancement.wm.edu/tag-day

2:41 PM - 20 Oct 2016



samslatttery
William & Mary



24 likes

4d

samslatttery Happy [#WMTagDay](#) !![#wmforthebold](#)

Thank you to generous donors like the Atwaters, who founded the Atwater Lecture Series here with on campus, bringing some of these awesome speakers to us!

Everyday I'm thankful for our donors who help make [@william_and_mary](#) a great place to go to school!

stygear Thanks for the support!

beyondbeanieus Amazing post!

Log in to like or comment.



WMSchoolofBiz
@WMSchoolofBiz



Celebrating w/a selfie [@SteveHoweEY](#) & [@KenBouyer](#) of [#EY](#) announce \$1MIL gift to [@williamandmary](#) to fund Diversity Initiative! [#wmtagday](#)



RETWEETS

11

LIKES

19





**A SPECIAL
THANK YOU TO
DOUG BUNCH & JIM HIXON**
for sponsorship grants

**416 undergraduate votes
cast for three community
service projects sponsored
by student organizations:**
The Haven – 1st place
Pre-Vet Club – 2nd place
Project Phoenix - 3rd place



3.28.2017

A DAY FOR GIVING BACK
AND PAYING IT FORWARD.



Raise \$1 billion



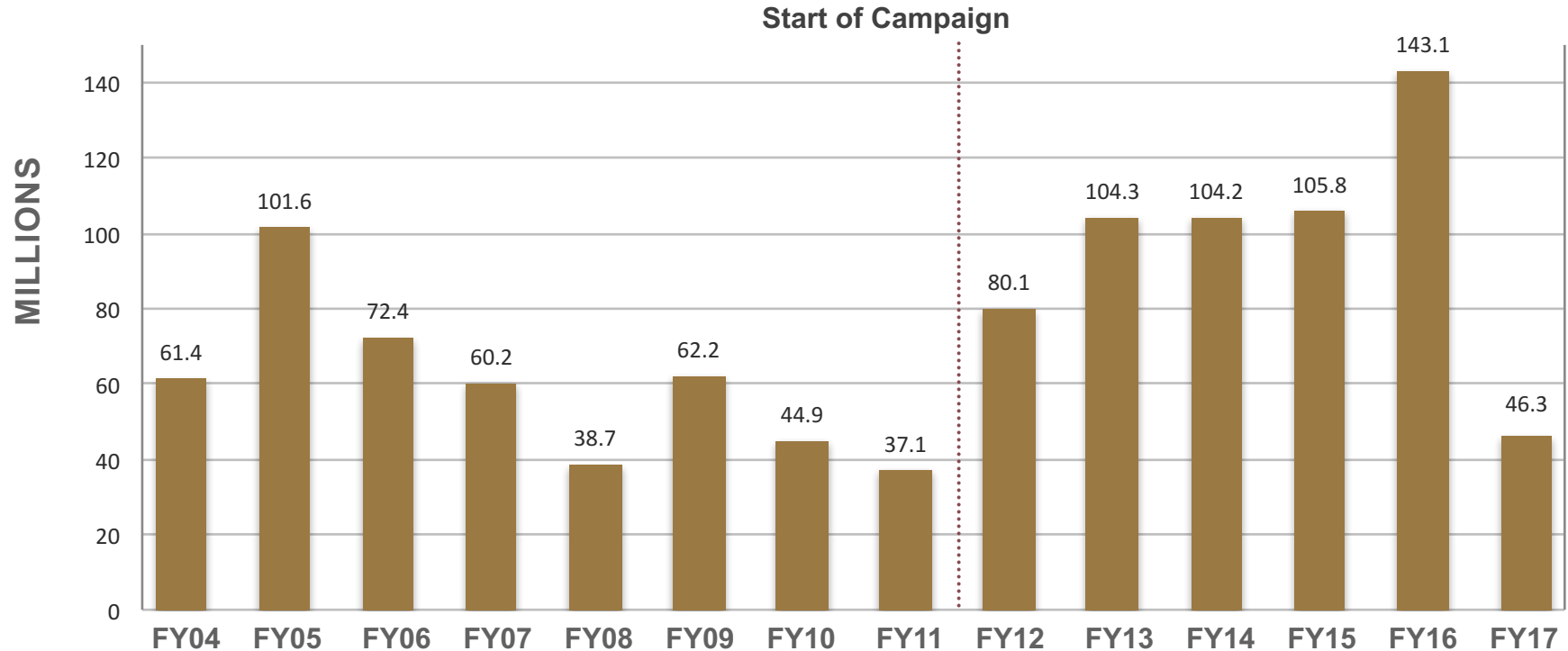
Total raised as of September 30, 2016

\$623.8

MILLION

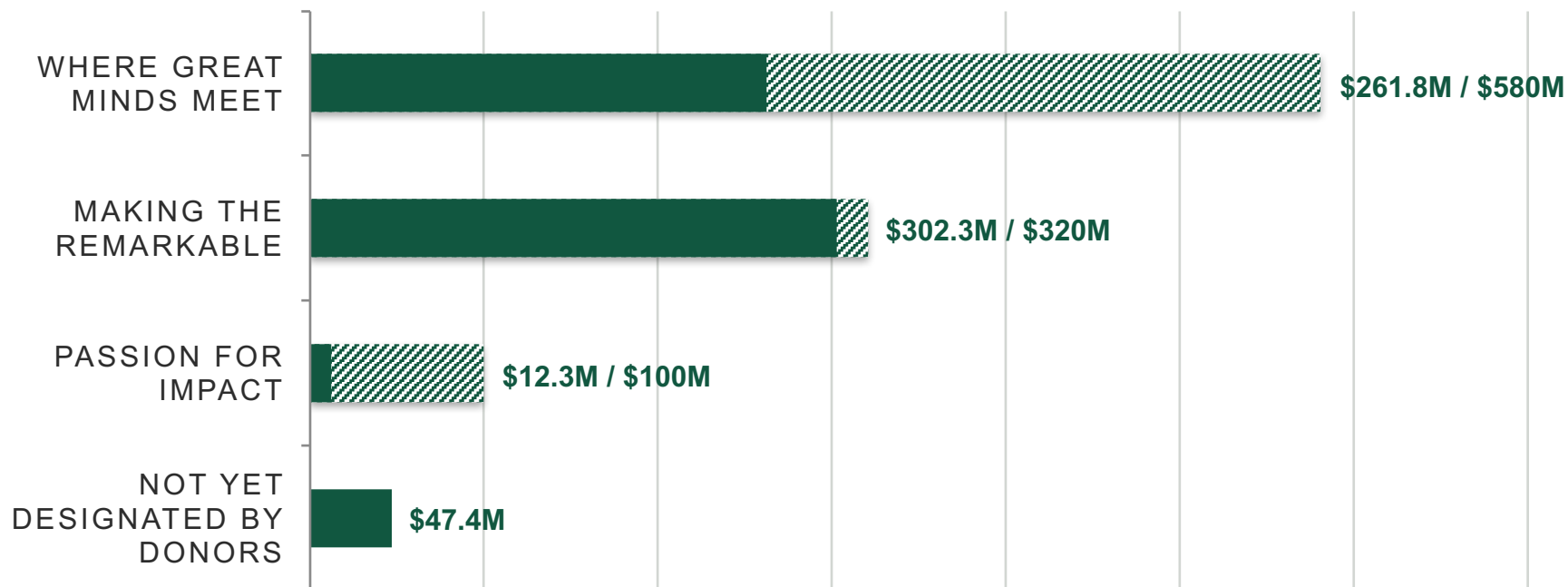
New Gifts and Commitments

AS OF SEPTEMBER 30, 2016



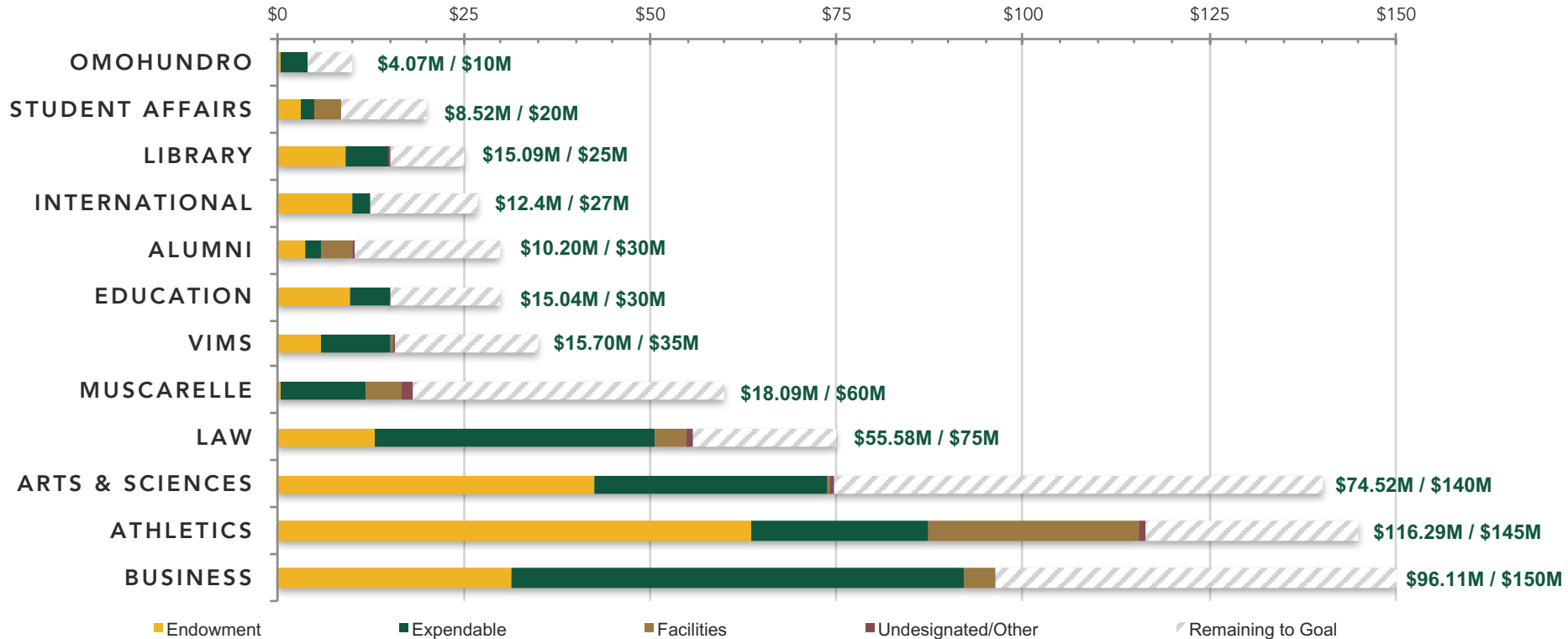
Goals and Progress by Pillar

AS OF SEPTEMBER 30, 2016



Goals and Progress by School and Unit

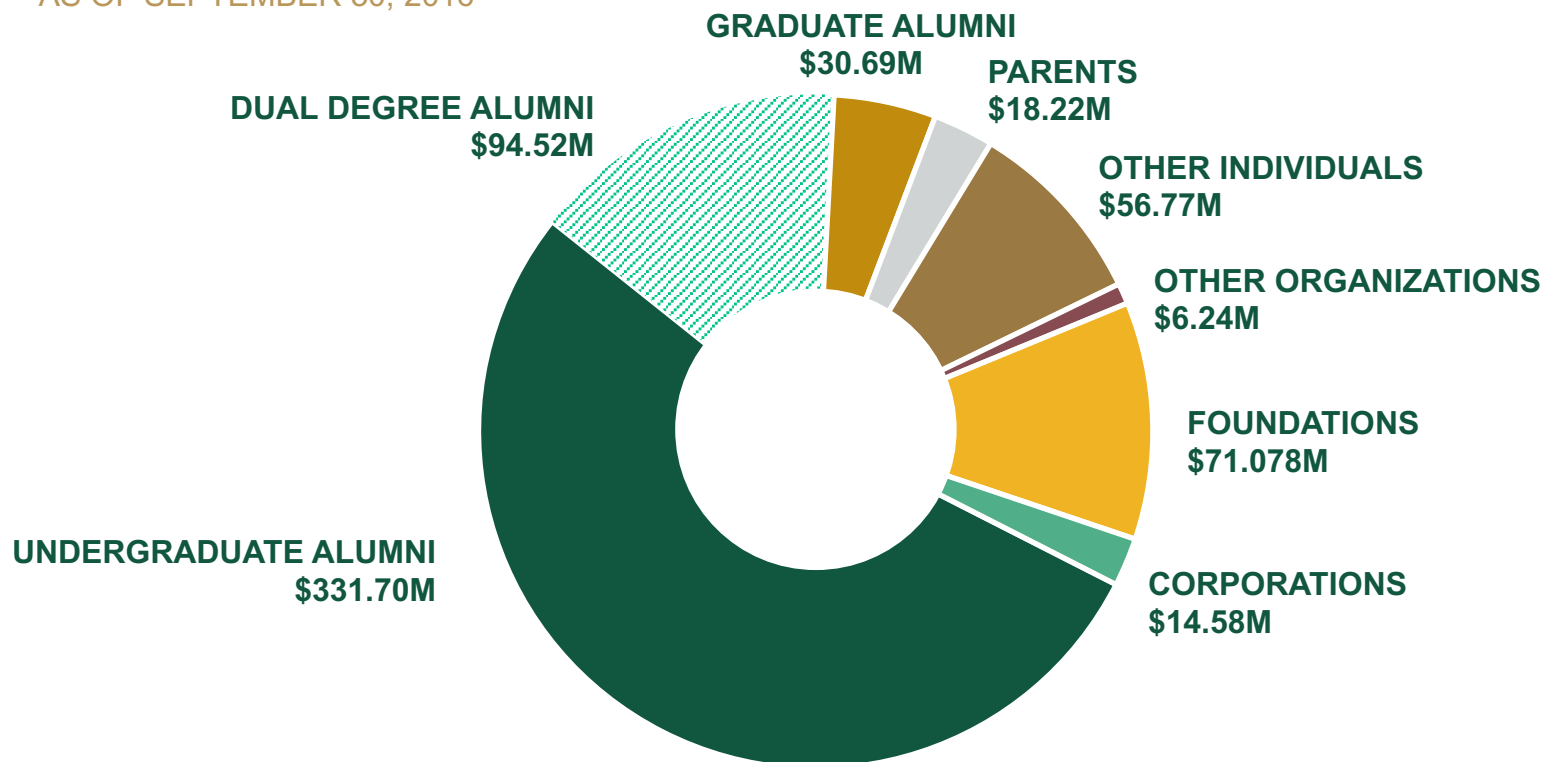
AS OF SEPTEMBER 30, 2016



An additional \$182.19M has been raised toward the \$253M University-wide goal.

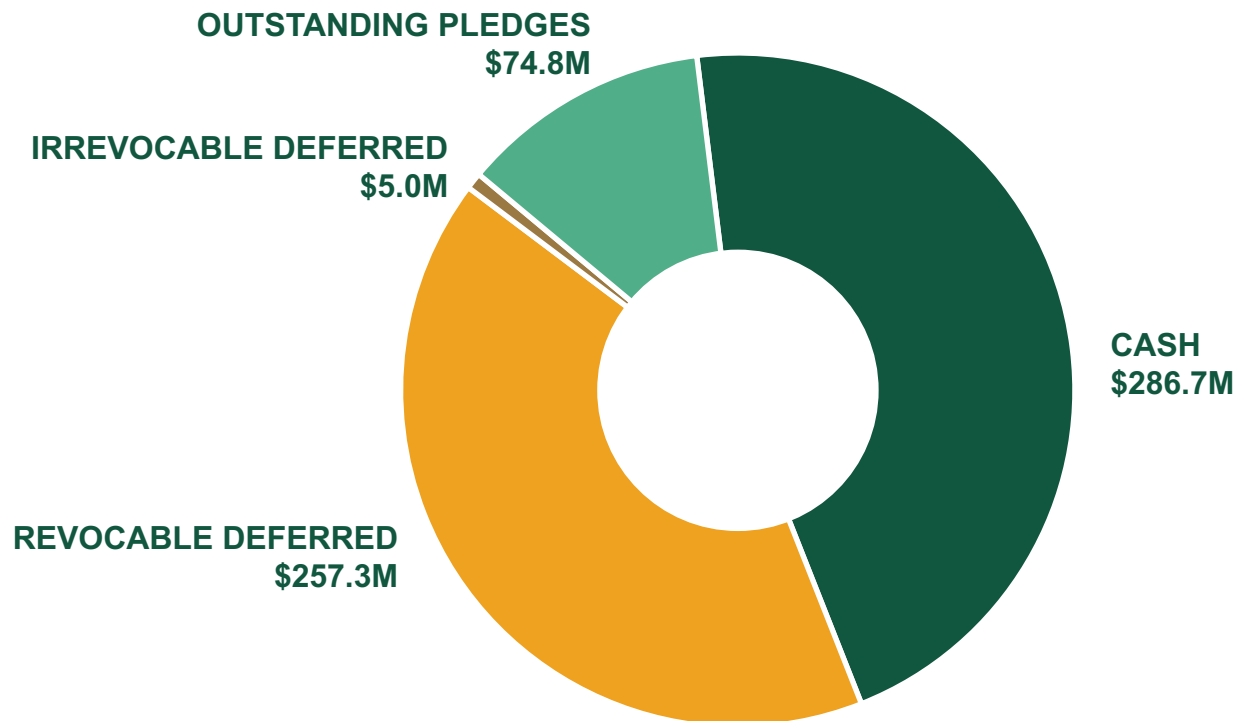
Giving by Source

AS OF SEPTEMBER 30, 2016



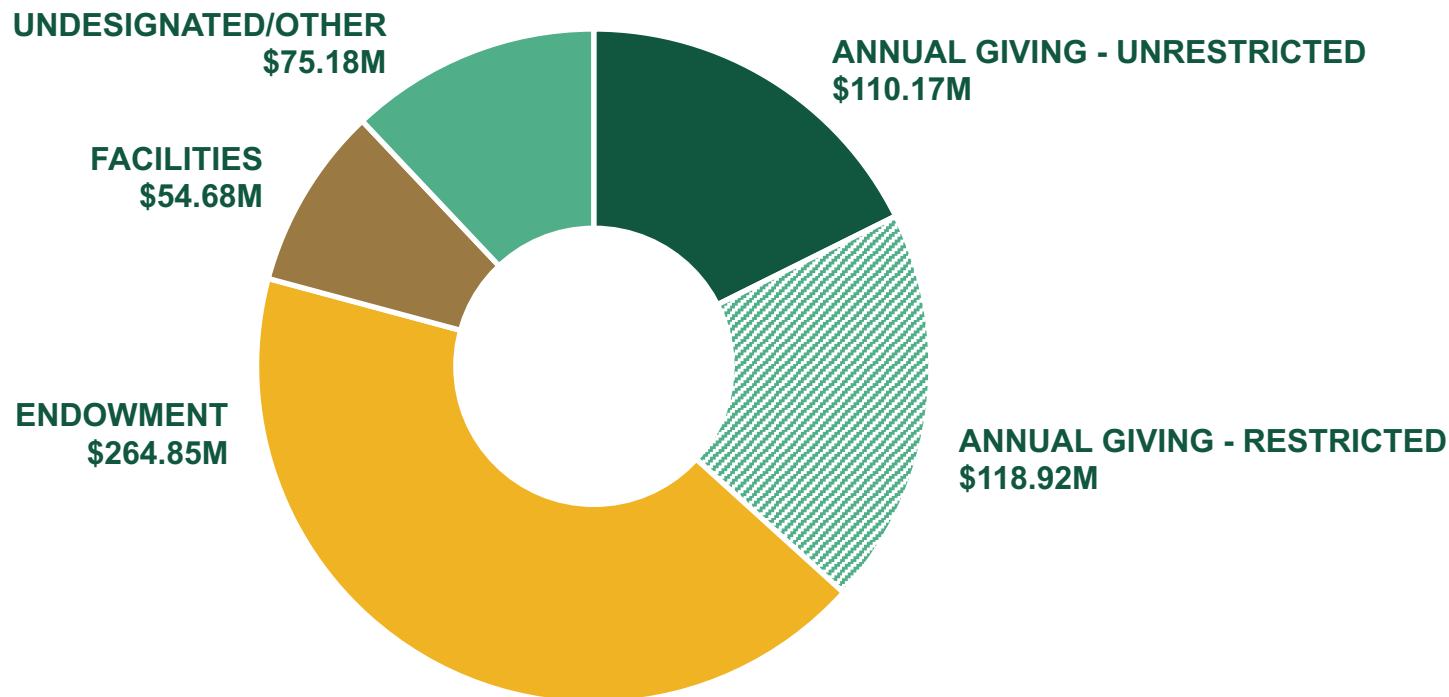
Gifts and Pledges by Type

AS OF SEPTEMBER 30, 2016

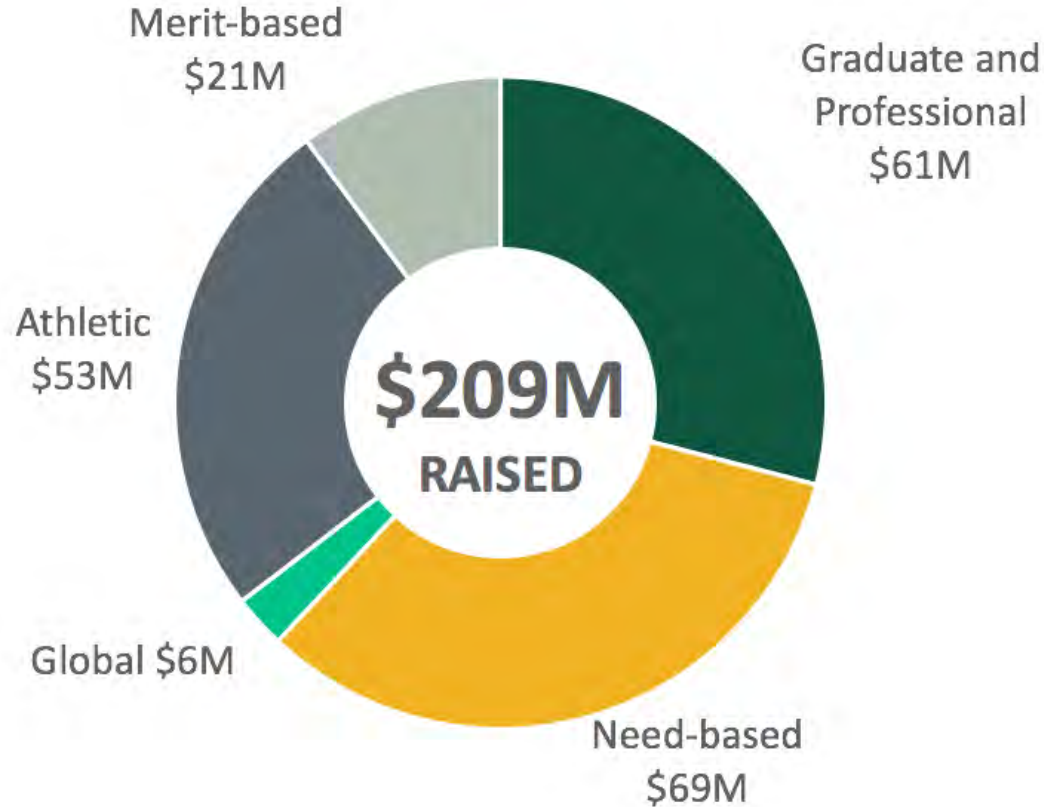


Gifts and Pledges by Purpose

AS OF SEPTEMBER 30, 2016



Scholarships



W&M AFFORDING OPPORTUNITY





The Martha Wren Briggs Center
for the Visual Arts

**Beth Comstock** ✓

@bethcomstock



Follow

Catching up w/ biology majors from my alma mater who are building the future through synthetic biology

#science #WomenInSTEM #WMForTheBold



RETWEETS

8

LIKES

29



10:21 PM - 29 Sep 2016

New York City Kickoff

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



While most public universities have sat back as privates landed eye-popping donations, that's changing. As dusk settled over New York City, the Empire State Building was lit up in green and gold, the colors of the College of William & Mary in Williamsburg, Va.

Uptown, over miniature Virginia ham sandwiches, the college thanked 400 local donors who helped to raise \$52 million. A new \$1 billion campaign has as a goal to secure donations from 40 percent of its alumni. This year, donor dollars covered 12.8 percent of William & Mary's budget; 11.8 percent came from the state. In 1980, state money provided nearly 43 percent of the budget.



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

