



# For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

# Campaign Goals



Strengthen alumni  
engagement



Achieve 40 percent  
alumni participation



Raise  
\$1 billion





Strengthen alumni  
engagement





# Traditions Weekend

APRIL 28-30, 2017

- 50<sup>th</sup> Reunion – Class of 1967
- Boyle Society – 25<sup>th</sup> Anniversary
- Olde Guard



# Honorary Alumni and Homecoming Parade Grand Marshals

## HONORARY ALUMNI

- Ann Baise
- Mari Ann Banks P '87
- Jane Batten
- Terry and Susan Driscoll P '01
- Jeanne Weaver P '95, P '96, P '08

## HOMECOMING PARADE GRAND MARSHALS

- Janet Brown Strafer '71
- Karen Ely '71
- Lynn Briley '71

# WILLIAM & MARY WEEKEND

== MAY 18-21·2017 ==

NEW YORK, NY

Joe Plumeri '66, D.P.S. '11, Honorary Chair

Mark '84 and Janice Linaugh, W&M Weekend Chairs





# WILLIAM & MARY WEEKEND

== MAY 31-JUNE 3, 2018 ==

## CHICAGO



# Alumni House Expansion & Renovation





# Parent and Family Engagement

## PARENT SURVEY

- First survey to be launched mid-May (parents from classes of 2018, 2019 and 2020)
- Goal is to assess satisfaction with current programs and engage parents

## PARENT AND FAMILY COUNCIL

- 101 current families comprise the Council
- Members give \$10K annually to the Parents Fund
- \$11.1M raised to date toward Council's \$20M campaign goal
- Members serve on Career, Community Engagement, and Philanthropy Subcommittees

## PARENT GIVING

- Overall parent participation: 28.1% toward 30% FY17 goal
- 1,930 parents made a gift on OTOD (74% increase from last year)
- \$744K raised to date for Parents Fund toward \$1M FY17 goal
- Parents raise roughly \$4M annually for areas across campus

# Coming Soon - Commemorations

- June 2-3, 2017  
50th Anniversary of the MBA Program
- June 23-25, 2017  
25th Anniversary of the Hulon Willis Association  
(Washington, D.C.)
- Sept. 2017-June 2018  
50th Anniversary of African-American  
Residential Students
- Sept. 2018-June 2019  
100th Anniversary of Co-education



40%

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Achieve 40%  
alumni participation





**3.28.2017**

A DAY FOR GIVING BACK  
AND PAYING IT FORWARD.





ONE EXTRAORDINARY  
DAY FOR THE TRIBE

**1,628**  
NEW DONORS

**7,193**  
ALUMNI

**895**  
STUDENTS

FOUR YEARS OF GIVING BACK AND PAYING IT FORWARD



**1,906** DONORS



**6,078** DONORS



**10,358** DONORS



**12,658**  
DONORS

**525**  
FACULTY/STAFF

**1,930**  
PARENTS

HUNDREDS OF VOLUNTEERS  
HELPED RAISE  
**\$2,431,838**



GERDELMAN  
SCHOOL & UNIT  
COMPETITION

TOTAL DONORS:  
ATHLETICS WON \$15K

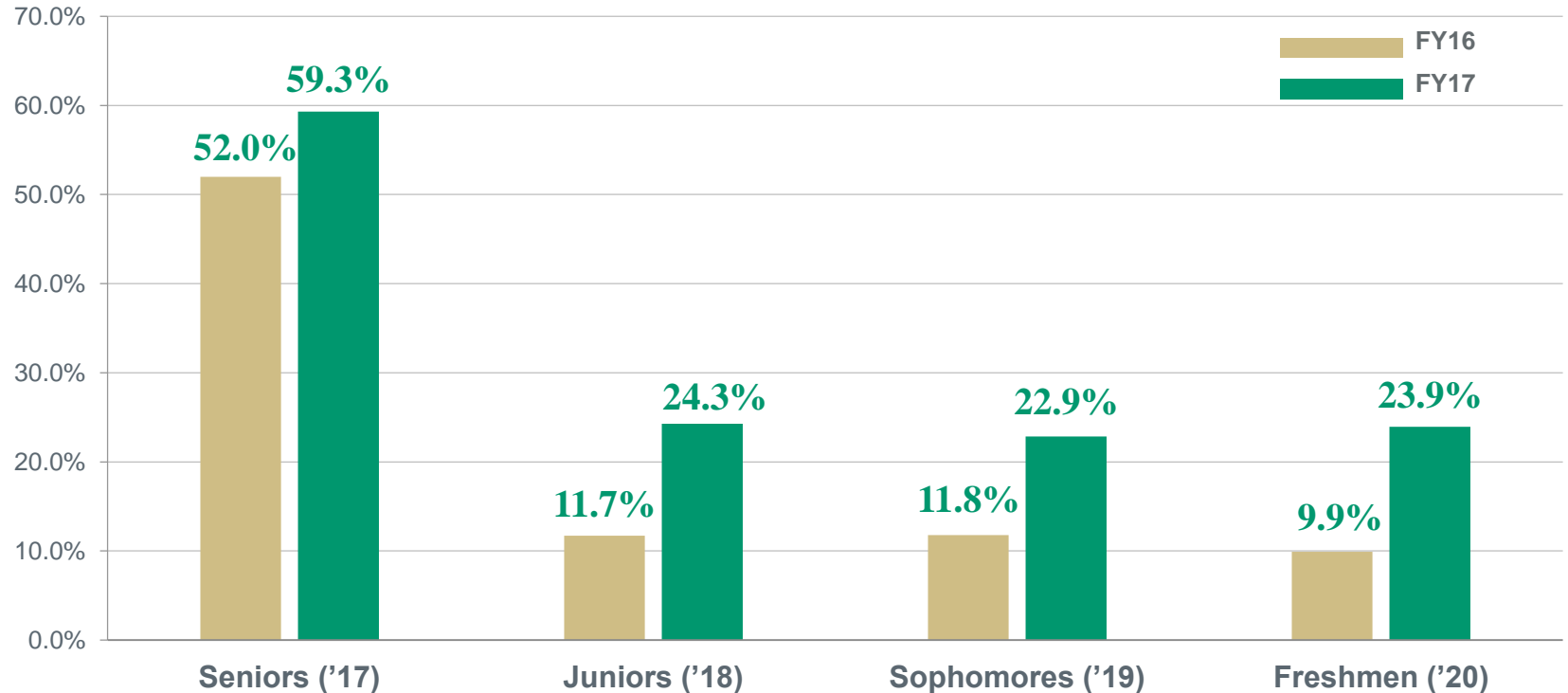
MOST NEW DONORS:  
ARTS & SCIENCES WON \$15K

MOST IMPROVED:  
ATHLETICS WON \$15K

HONORABLE MENTION:  
LAW SCHOOL WON \$5K

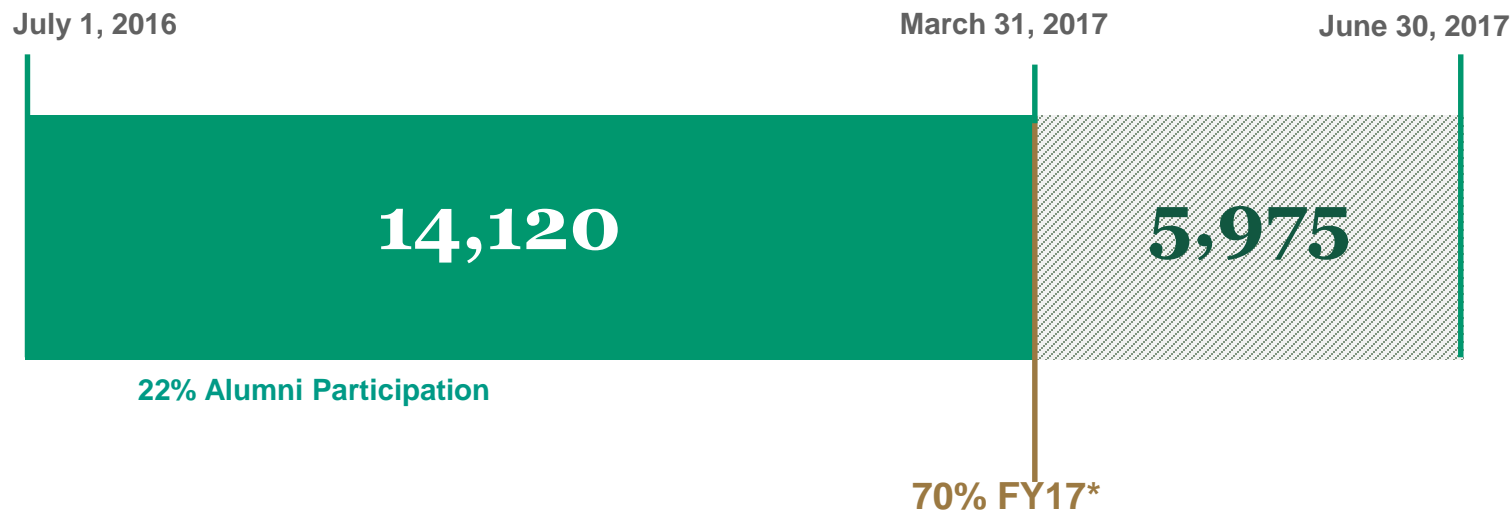
# Student Philanthropy by Percentage

AS OF MARCH 31, 2017



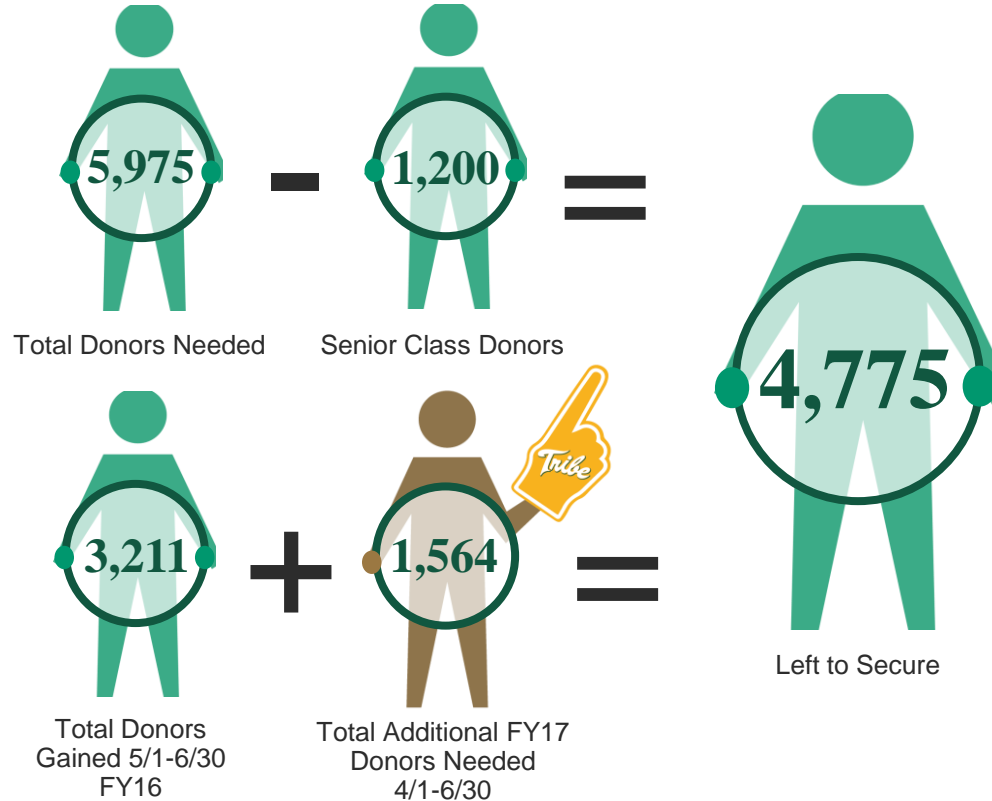
# Progress toward 31%

AS OF MARCH 31, 2017



*\*Last year, we were 56% to goal.*

# The Road to 31%





# April FY16 to April FY17 Comparison



Non-OTOD Donors  
FY16

## FY 16 Strategies

- Annual Solicitations
- Renewal Mailings
- Phonathon



Goal for April FY17  
\*325 secured as of 4/12

## FY17 Strategies

- Previous OTOD Donor Solicitations
- Tribefunding Campaigns
- D.C. Campaign Solicitations

# A Healthy Pool Remains



- 1,604 3+ years
- 1,011 5+ years
- 85%-92% retention

Consecutive-Year  
Donors that Gave  
Previously in Q4



70% Retention



80% Retention  
\*86% in FY16



90% Retention

# Honors Fellowships

2009 – 12 projects  
35% of projects funded

2017 – 68 projects  
93% of projects funded

344 Honors Fellows since 2009 launch

Goal is 400 Honors Fellows  
by 10<sup>th</sup> Anniversary in 2018

**\$344,000 provided this year**



# Tribefunding

## Overview

Registration opened November 2016

Projects selected February 2017

**Officially launched April 10, 2017**

Officially concludes May 10, 2017

Combined goal - \$62,300

27 total submissions



WILLIAM & MARY  
CHARTERED 1693

WAYS TO GIVE RECOGNITION ABOUT US [GIVE NOW](#)

W&M | TRIBEFUNDING

An entrepreneurial spirit and commitment to service run deep at William & Mary. *Tribefunding*, our crowdfunding initiative, helps the community dream up big ideas, fund bold projects and make a difference at W&M and far beyond.

**POWER TRIBE PASSIONS**

Every semester, a new group of campaigns will launch on GiveCampus, our crowdfunding platform. Visit the site to browse projects, join the community and support great ideas from the Tribe community.

[BROWSE PROJECTS](#)



# Tribefunding Choices

## The Power of Networks

- Two W&M supported emails
- W&M social media spotlights
- 100% self advocacy
- Responsible for content
- Responsible for video development





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Raise \$1 billion



# The AGB John W. Nason Award for Board Leadership

- Recognizes governing boards that have demonstrated:
  - Exceptional leadership and initiative
  - Unusual courage in the face of difficult circumstances
  - Significant achievement that benefits their institution
- 70 nominations received – 5 boards selected
- William & Mary selected for:
  - Streamlining committee structure
  - Setting goals for diverse board composition
  - Establishing the women & philanthropy task force
  - Helping to develop *For the Bold* messaging

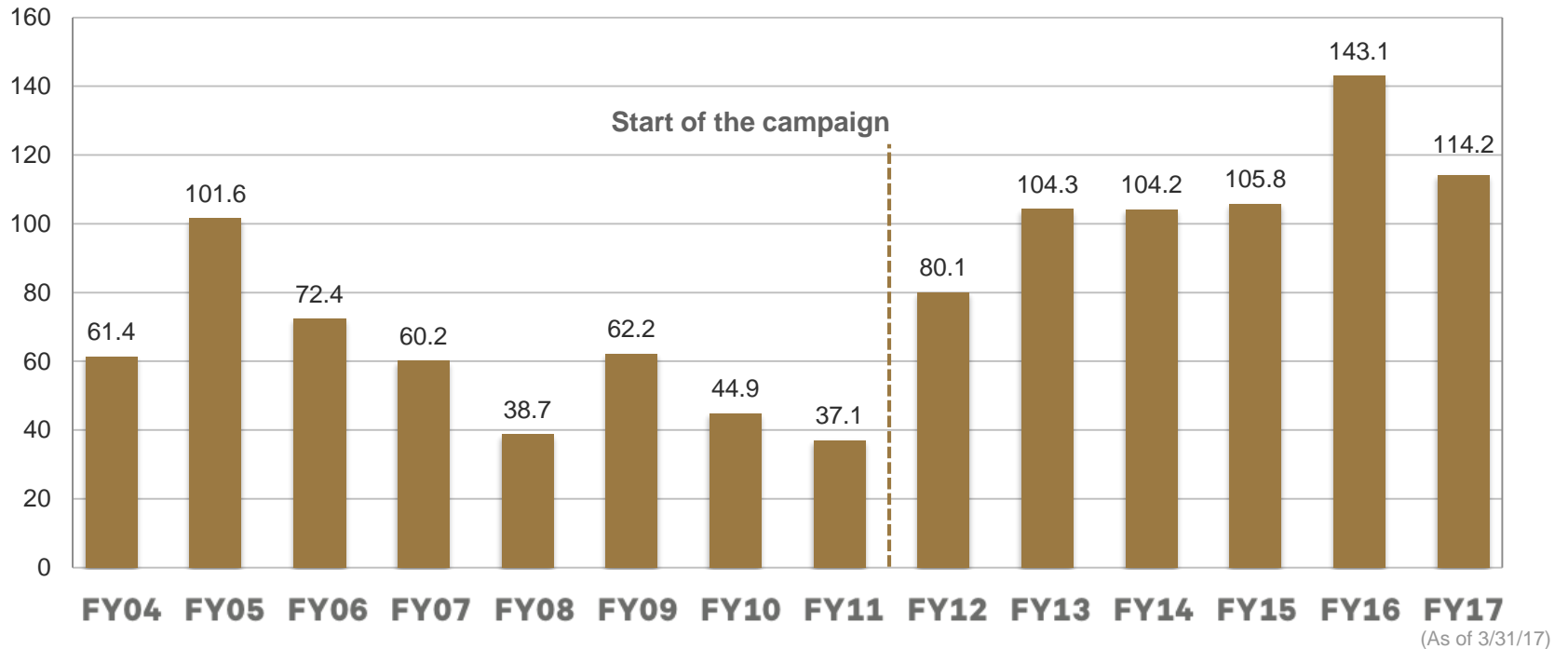
Total raised as of March 31, 2017

\$691.7  
MILLION



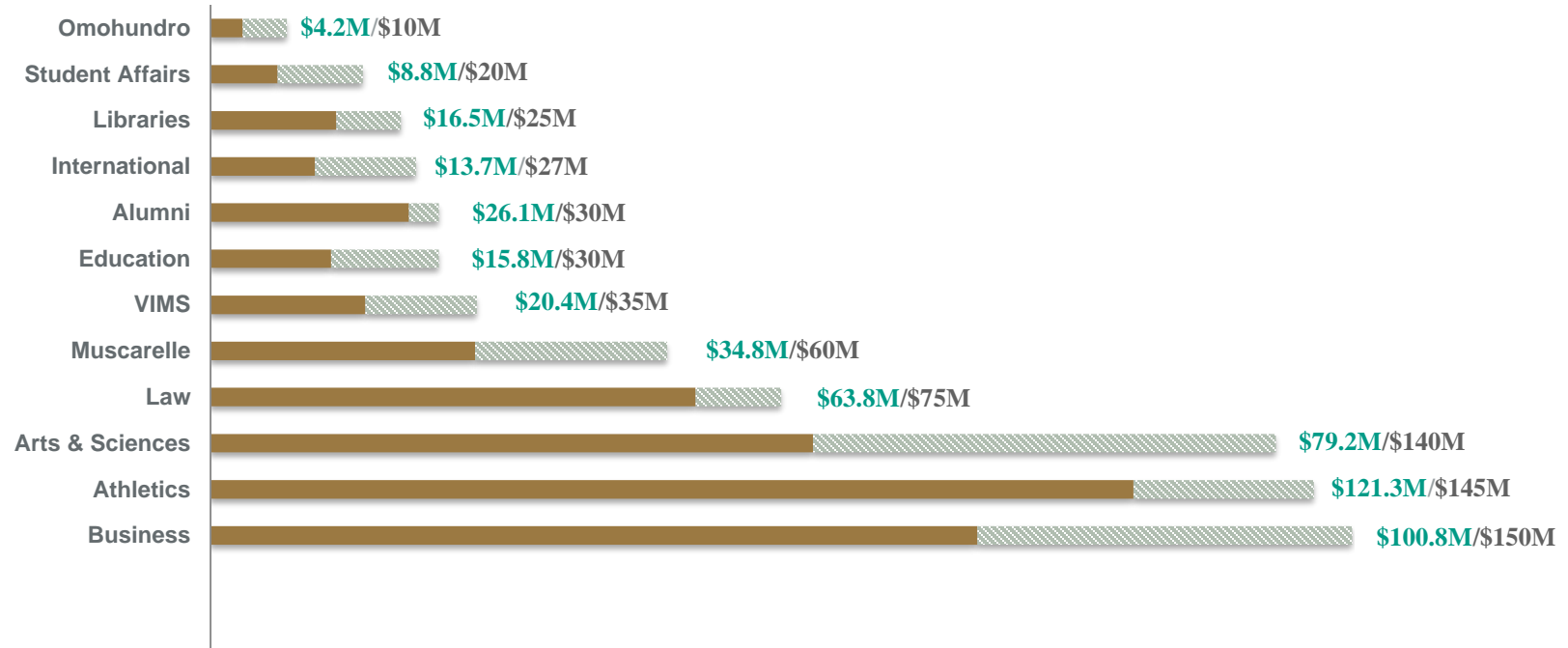
# New Gifts and Commitments

AS OF MARCH 31, 2017



# Goals and Progress by School and Unit

AS OF MARCH 31, 2017



*An additional \$186.3M has been raised toward the \$253M University-wide goal.*

# W&M AFFORDING OPPORTUNITY

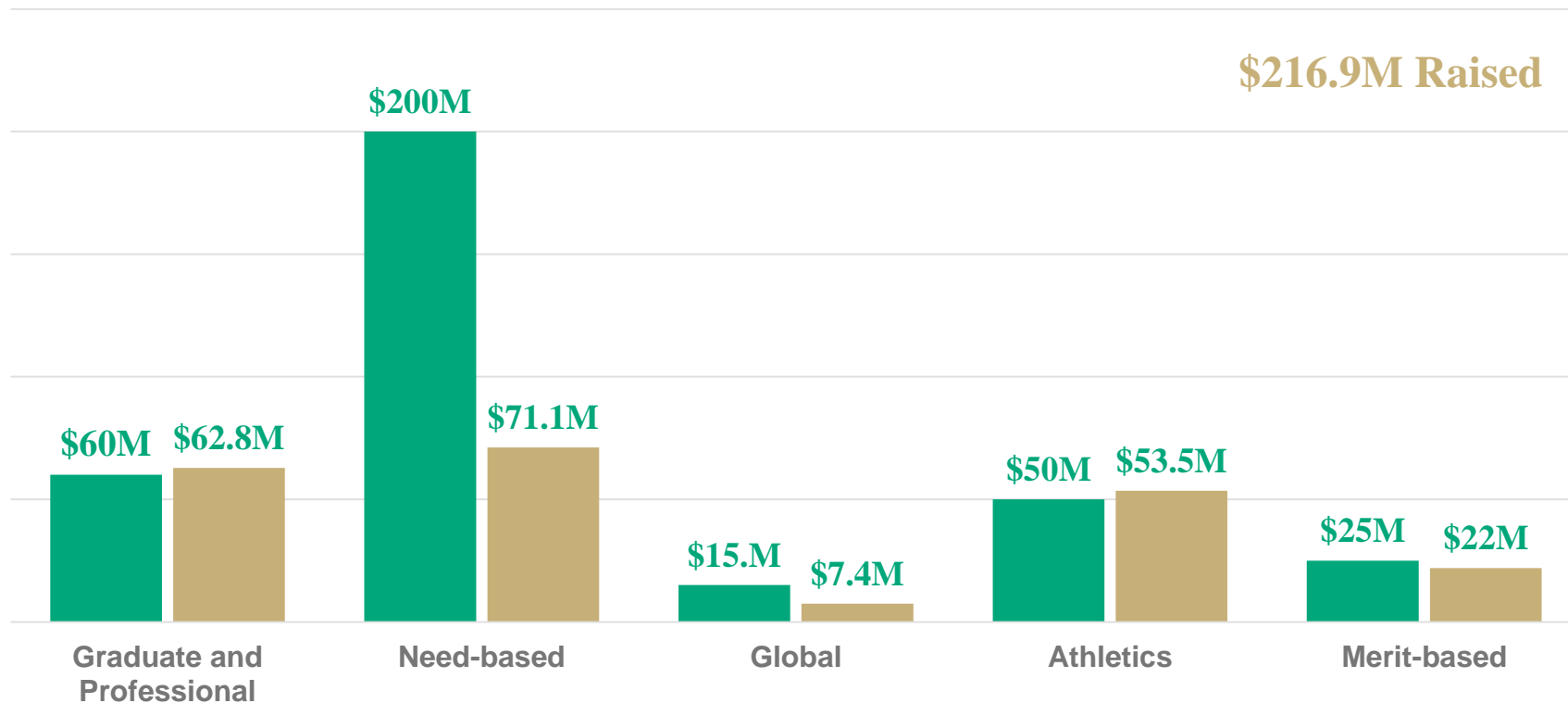
## Campaign Gifts for Scholarships

	Scholarships Impact Fund		All Scholarships	
	Donors	Amount Raised	Donors	Amount Raised
<b>2012</b>	112	\$84,953	2,127	\$7,648,075
<b>2013</b>	104	\$31,997	2,399	\$30,103,854
<b>2014</b>	254	\$66,420	2,971	\$22,565,512
<b>2015</b>	928	\$752,784	3,839	\$48,199,479
<b>2016</b>	1,882	\$1,109,126	5,319	\$67,830,120
<b>as of 3/31/17</b>	1,434	\$589,903	4,431	\$36,727,715

# Scholarships

AS OF MARCH 31, 2017

Goal  
Amount Raised




# California Celebrations



# Washington D.C. Campaign Celebration

**For the Bold**  
IN WASHINGTON, D.C.


William & Mary, the Smithsonian American Art Museum and the National Portrait Gallery invite you to an extraordinary evening. Join us as we embark on a bold movement and build on our legacy of achievement.



— APRIL —  
**27**  
THURSDAY

**SMITHSONIAN**  
NATIONAL PORTRAIT GALLERY AND  
SMITHSONIAN AMERICAN ART MUSEUM  
8TH AND F STREETS NORTHWEST

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





# FY18 Celebrations

## ATLANTA

October 5, 2017

## RICHMOND

March 27, 2018

## CHICAGO

May 31 or June 1, 2018





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