

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY





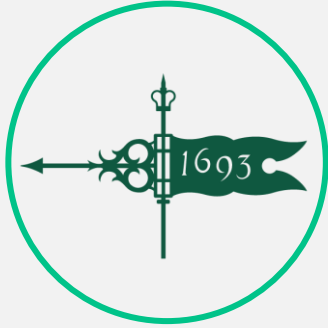
WELCOME!

Ryland John Ridjaneck

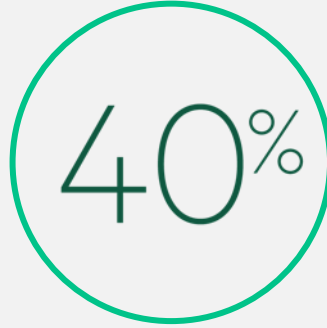
6 lbs, 8 oz

19 inches

September 5, 2016



**Strengthen alumni
engagement**



**Achieve 40 percent
alumni participation**



Raise \$1 billion



Strengthen alumni
engagement





WILLIAM & MARY

**VOLUNTEER
LEADERSHIP SUMMIT**



Douglas N. Morton '62 Alumni Service Awards

Alumni Interest Survey 2016

93%

describe their
student
experience
"GOOD"
or
"GREAT"

97%

promote
W&M
to others

95%

said their current
opinion of W&M is
"GOOD"
or
"EXCELLENT"

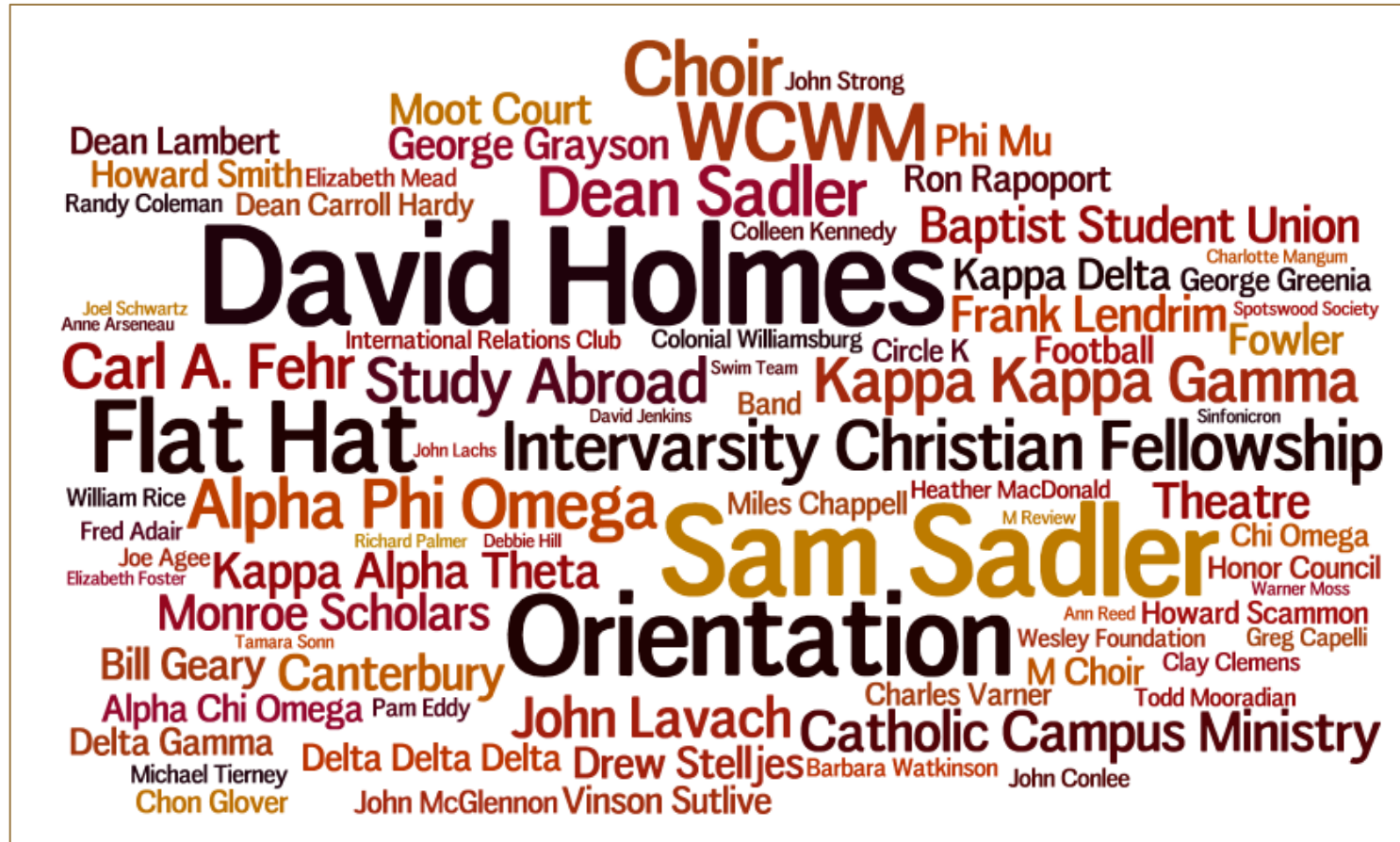


What are we doing WELL?

- We host events that bring alumni together in meaningful ways.
- We offer alumni a variety of ways to give back to alma mater.
- The *W&M Alumni Magazine* and *Hark* email newsletter

Areas needing more FOCUS?

- Provide more career and networking support.
- Give alumni more opportunities to connect with students.
- Communicate services/benefits
- Improve alumni website/social media for younger alumni



Commemoration: 50 Years of Residential African-American Students



- Steering committee appointed
- Celebration will occur during the 2017-2018 academic year
- Signature activities may include speakers, symposia, exhibitions, film series, dance and musical performances, oral histories



Commemoration: 100 Years of Coeducation

- Exhibits featuring alumnae
- Speaker series
- Women's Leadership Summit
- Creation of a centennial endowment
- Engagement of all departments focusing existing programming on the commemoration

Women & Philanthropy

Leadership Circle will convene again October 15

Focused on growing alumnae philanthropy
Exploring Centennial Endowment

Growing Regional presence

Regular programming established in RIC, Atlanta,
Roanoke, and DC

Exploring Summit '18

Creation of an alumnae summit in concert with the
centennial commemoration

Oral History Project





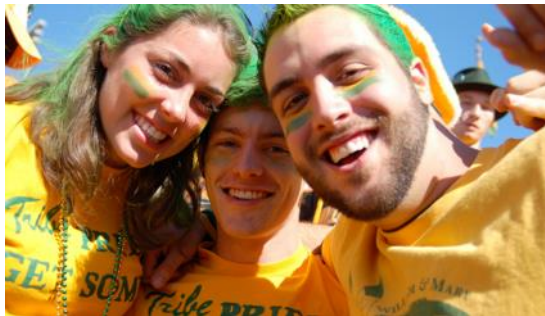
W&M

2016

Homecoming



October 13-16, 2016





WILLIAM & MARY WEEKEND

== MAY 18-21, 2017 ==

NEW YORK, NY





ONE TRIBE. ONE NETWORK.



Connect. Learn. Share. Succeed.

wmalumni.com/onenetwork

40%

Achieve 40 percent
alumni participation



Undergraduate Alumni Participation

FY16 Final

28.7%

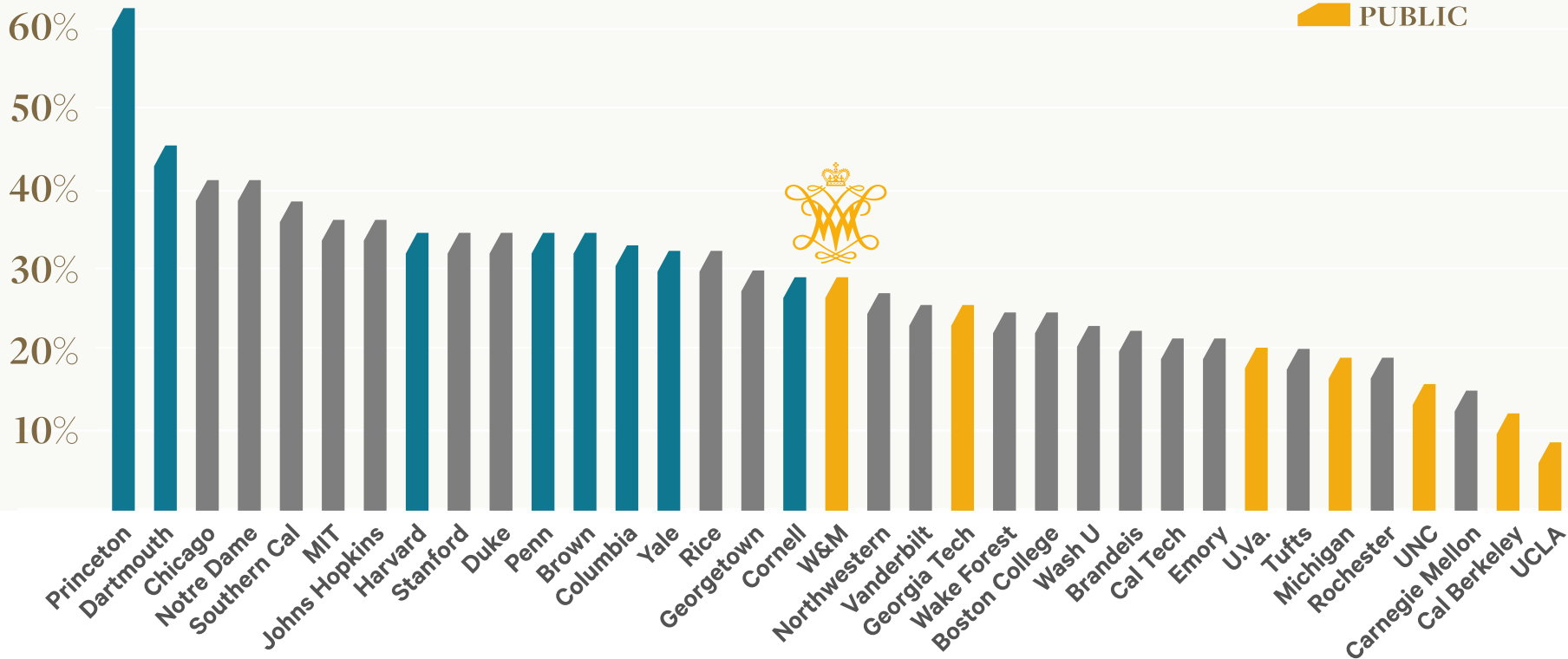
FY17 Goal

31%

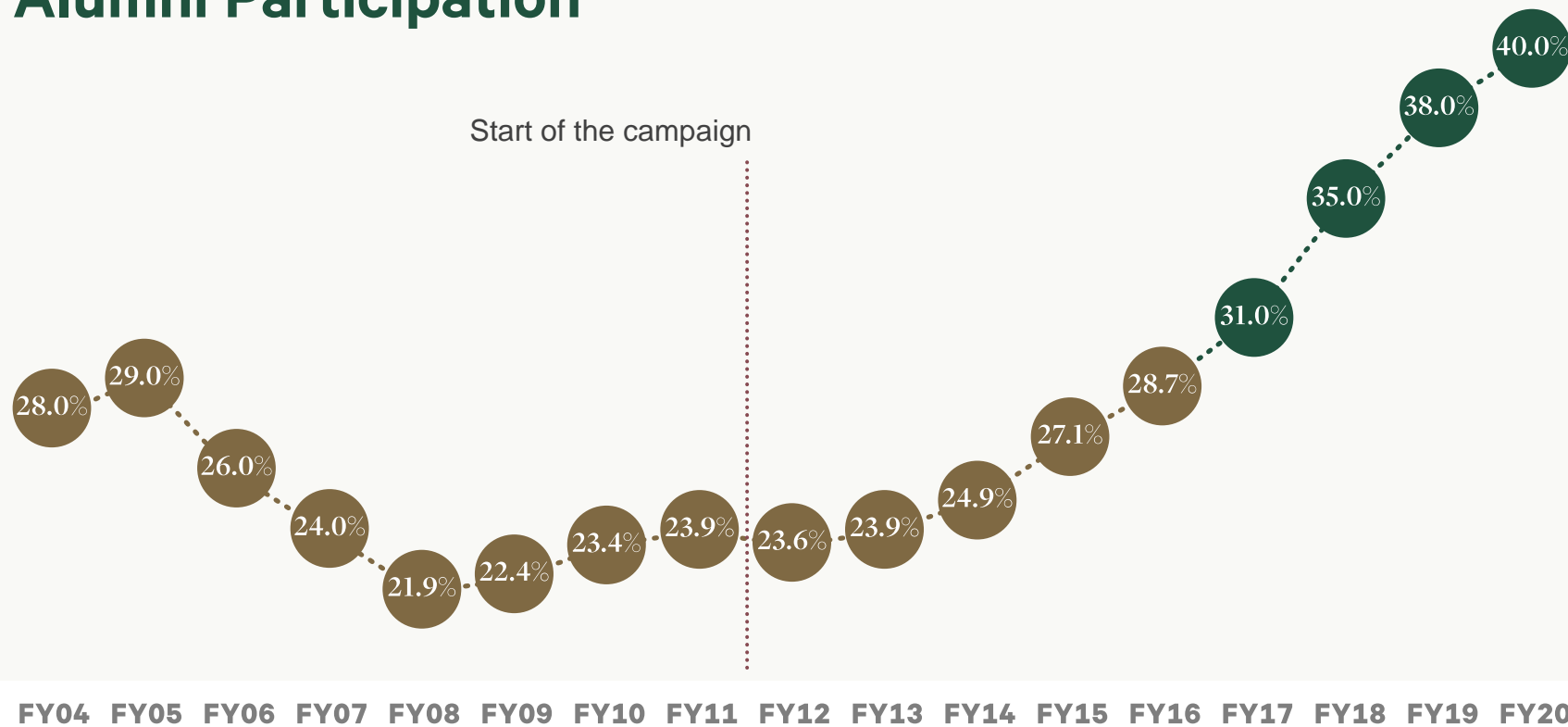
2017 U.S. News and World Report

Top 35 Universities By Alumni Giving Rate

■ IVY LEAGUE
■ PRIVATE
■ PUBLIC



Alumni Participation





W&M

LOVES
OUR DONORS

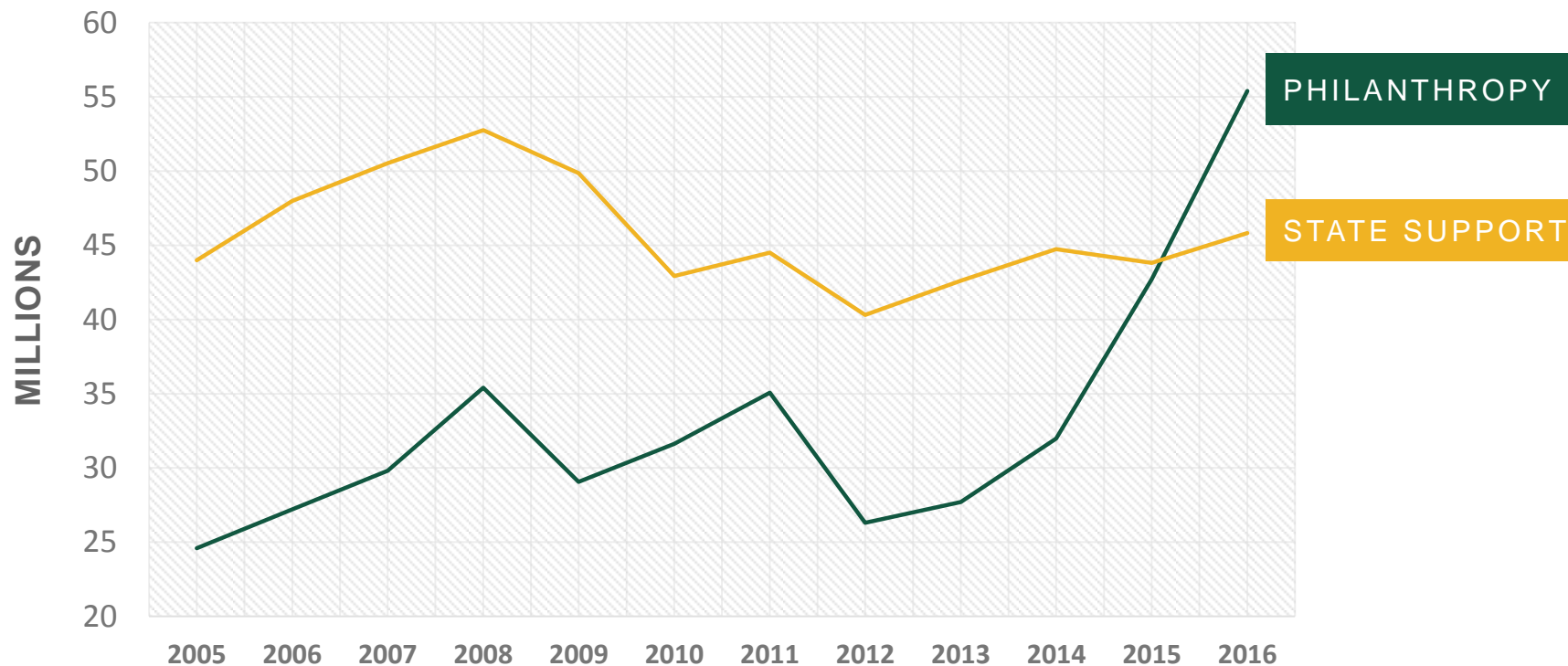
Tag Day: October 20, 2016



Raise \$1 billion



Rise of Philanthropy

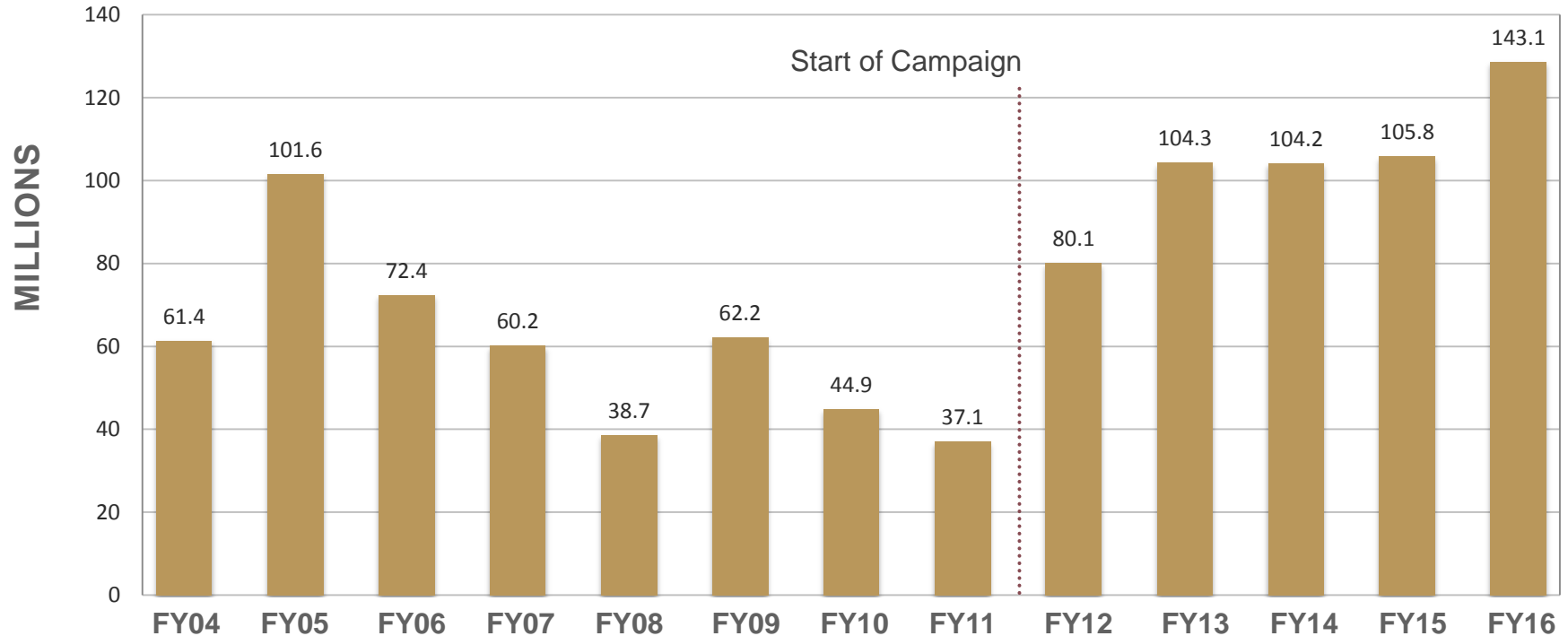


Total raised as of June 30, 2016

\$577.5
MILLION

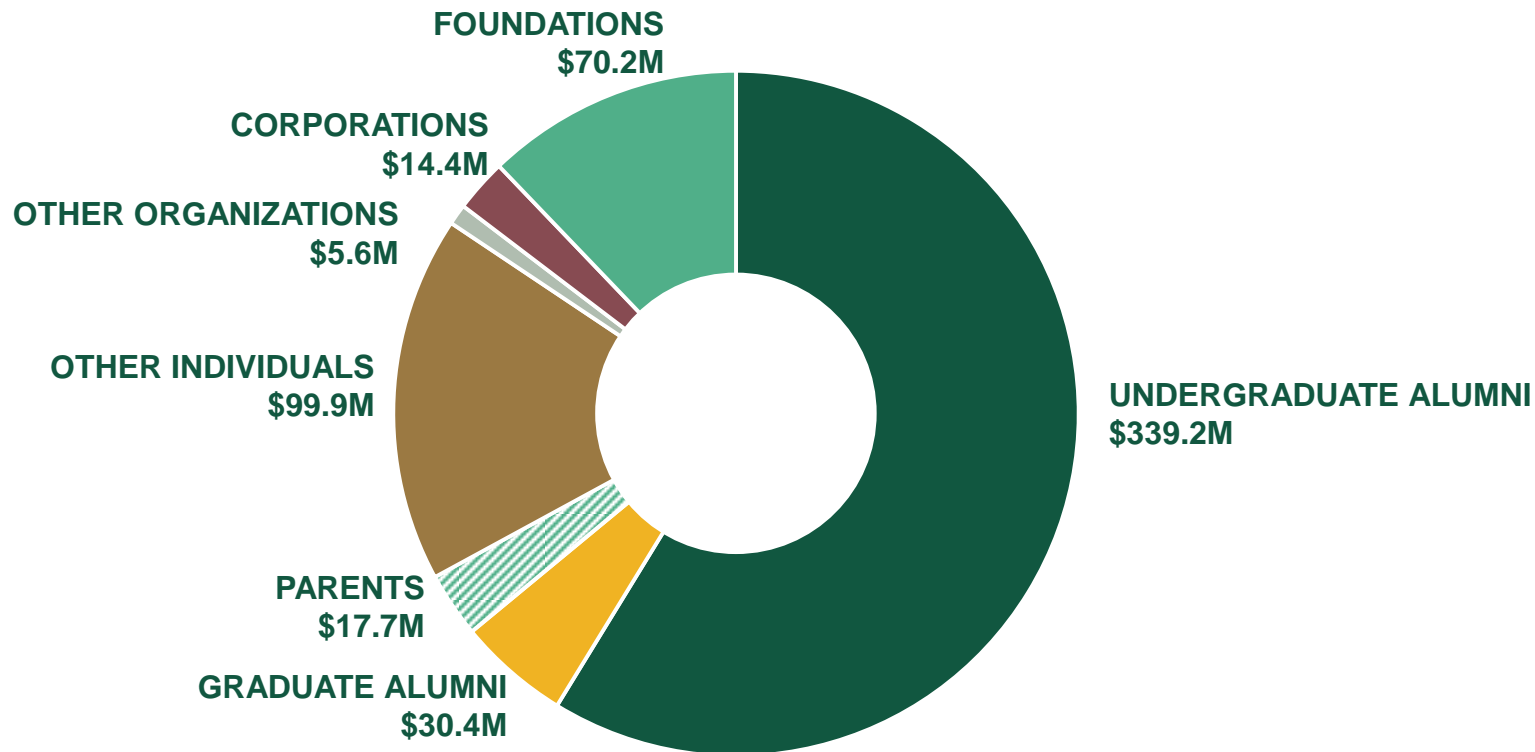
New Gifts and Commitments

AS OF JUNE 30, 2016



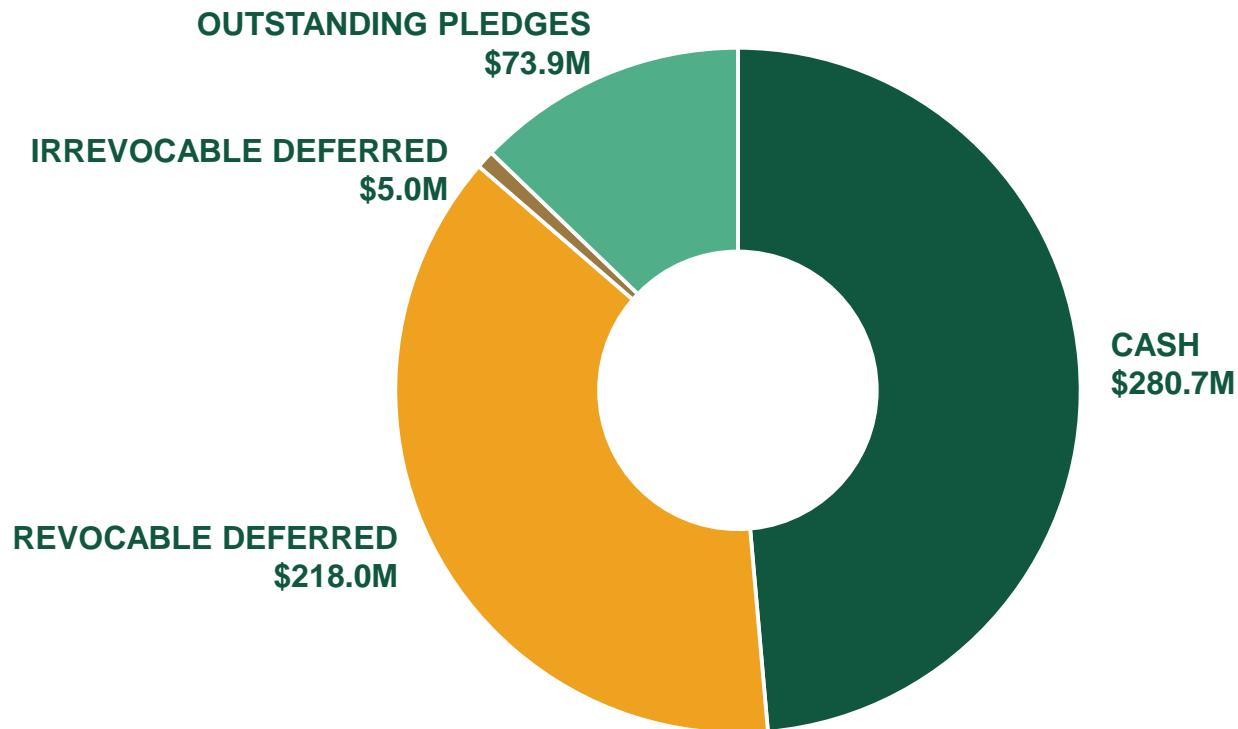
Giving by Source

AS OF JUNE 30, 2016



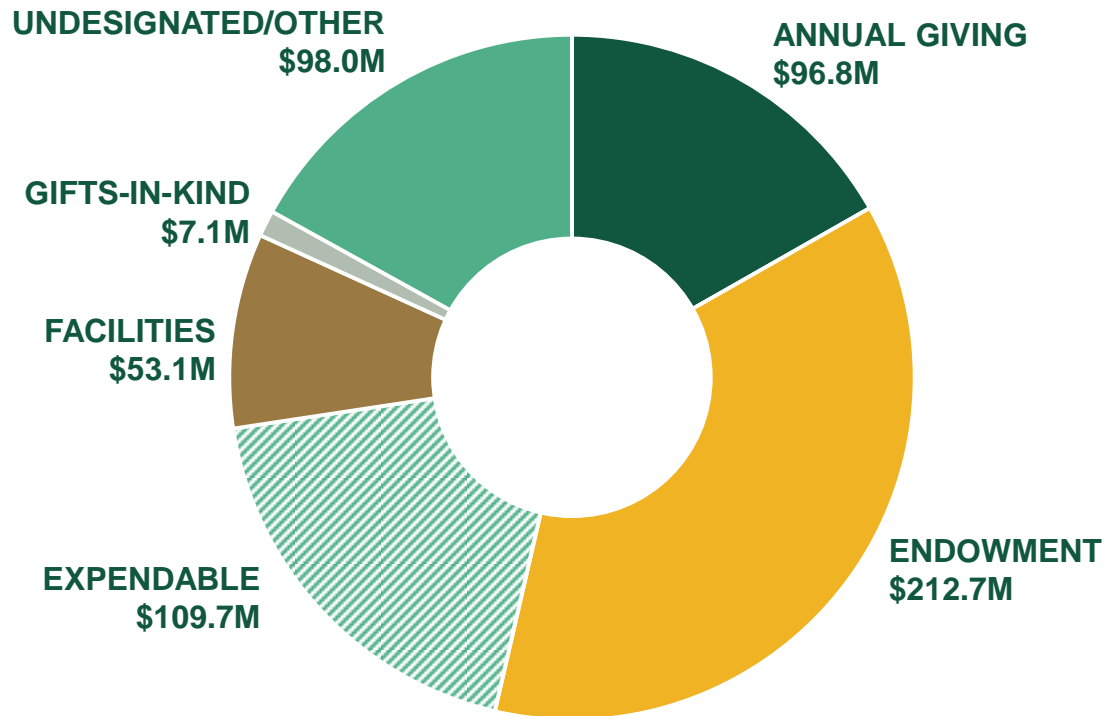
Gifts and Pledges by Type

AS OF JUNE 30, 2016



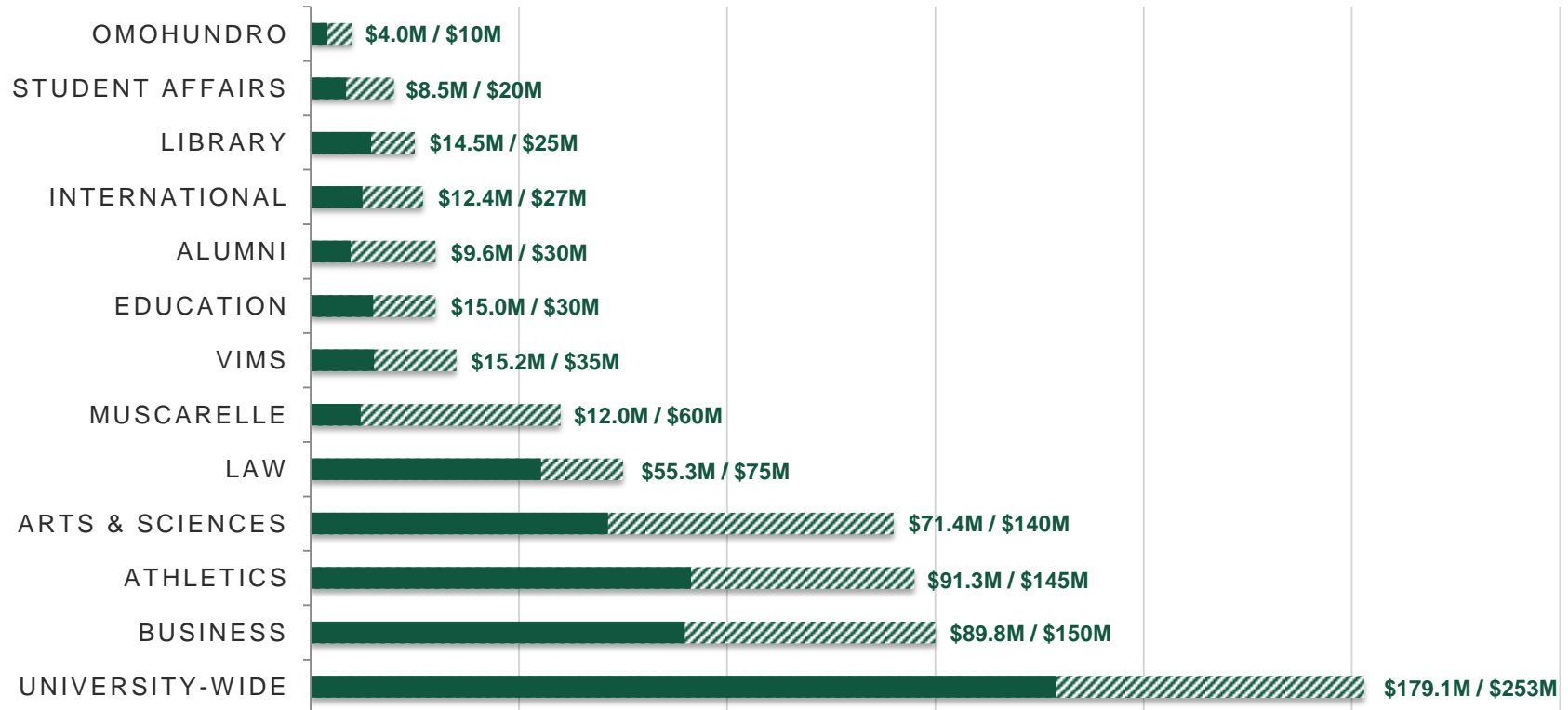
Gifts and Pledges by Purpose

AS OF JUNE 30, 2016



Goals and Progress by School and Unit

AS OF JUNE 30, 2016



U.S. News and World Report

COMPARING OVERALL RANKING WITH FINANCIAL RESOURCE RANKING

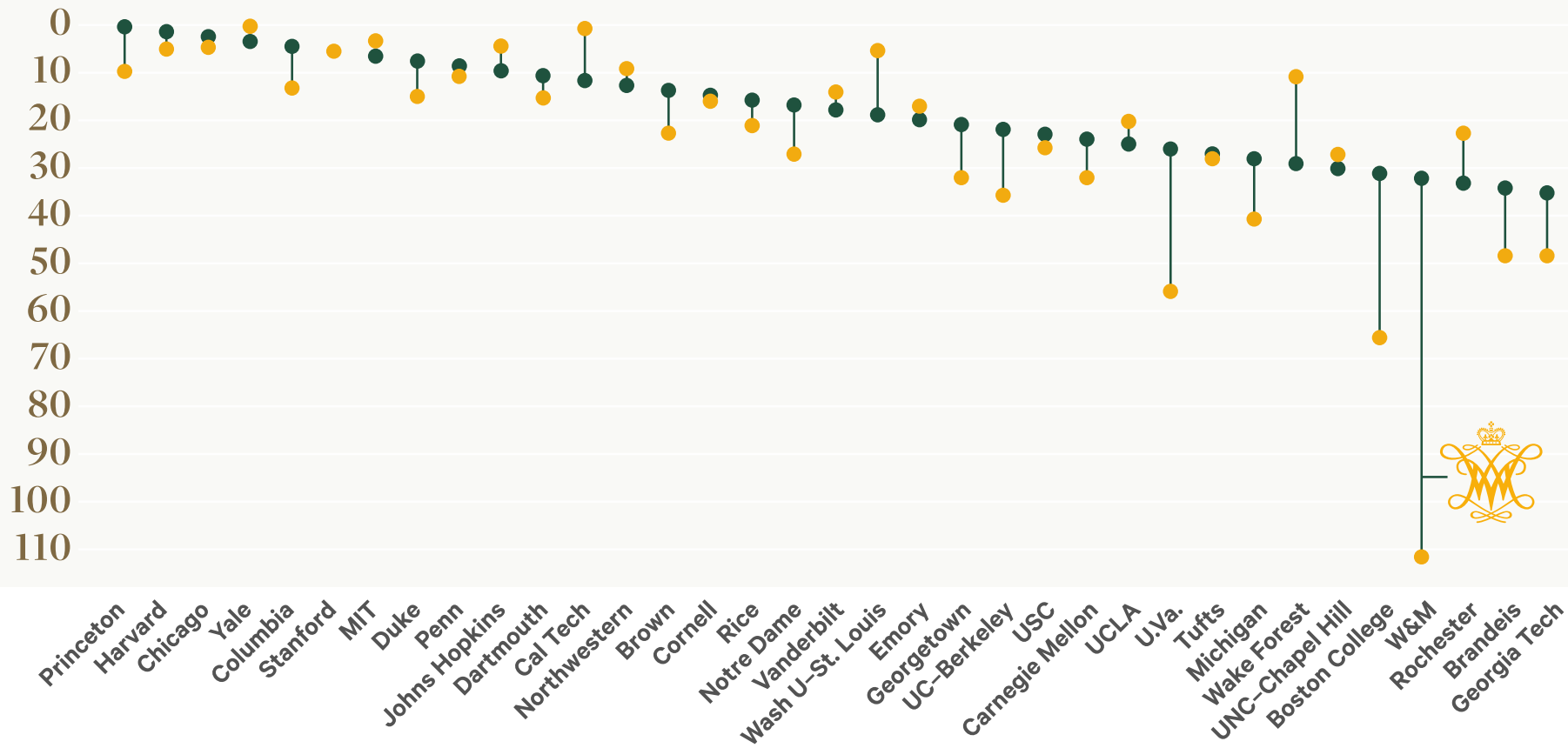
	OVERALL RANK	FINANCIAL RESOURCES	GAP
Boston College	31	66	35
William & Mary	32	112	80
UC-Santa Barbara	37	66	29
Northeastern	39	81	42
U. Wisconsin-Madison	44	63	19
Pepperdine	50	66	16
Villanova	50	103	53

Only seven universities finish in the top 50 overall while finishing 60th or worse in financial resources.

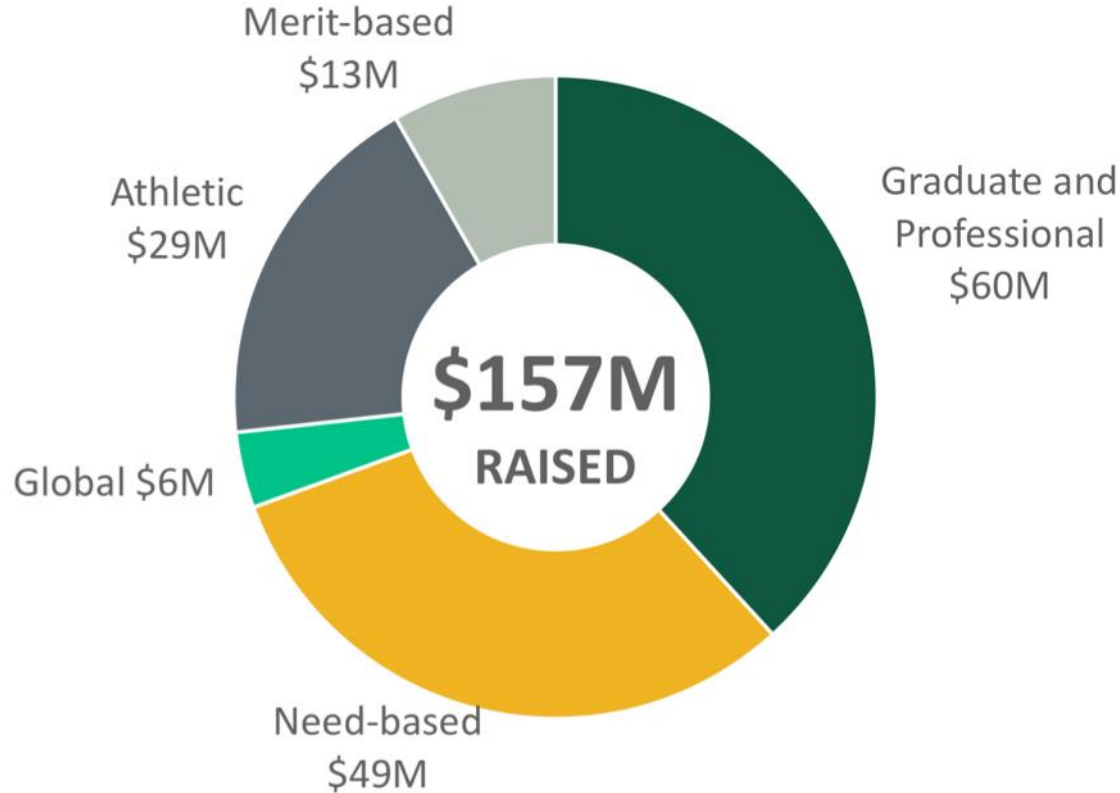
2017 U.S. News and World Report

Comparing Overall Ranking with Financial Resource Ranking

● OVERALL RANK
● FINANCIAL RESOURCES RANK



Campaign Focus: Scholarships





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

Igniting the Power of Pride in FY17

Homecoming: Oct. 13-16

Zable Stadium Dedication: Oct. 29

Charter Day Weekend: Feb. 9-12

One Tribe One Day: Mar. 28

W&M Weekend in NYC: May 17-21



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

