



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

Campaign Goals



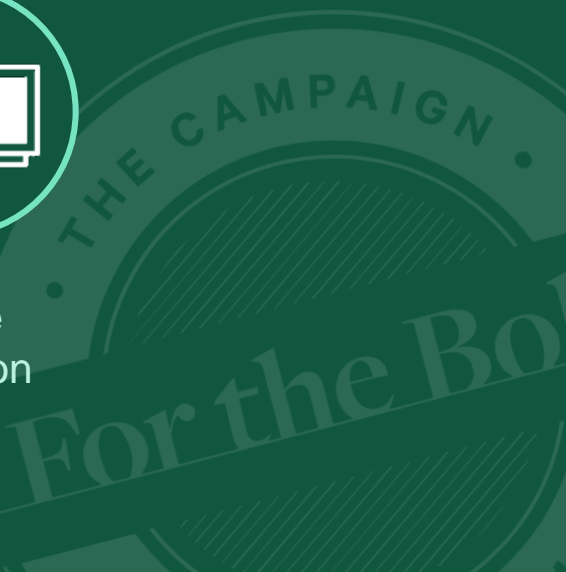
Strengthen alumni
engagement



Achieve 40 percent
alumni participation



Raise
\$1 billion





Strengthen alumni
engagement



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

== JUNE 1 - 3, 2018 ==

CHICAGO





MBA 50th Anniversary



Admission Network

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

- 112 confirmed volunteers, including alumni and parents
- 85+ schools; busy schedule of school visits and college fairs
- Conducted trainings in spring with additional trainings scheduled for fall
- Reach extends to Atlanta, Los Angeles, San Francisco, San Diego, Seattle, Denver, Houston, Dallas, Chicago, Cincinnati and NYC Metro



Alumni Admission Weekend

- Designed for rising high school juniors and seniors of William & Mary alumni
- 243 attendees, 77 stayed on campus in Hardy Hall
- NPS score of 80
- Presentations led by experts in the field about the college admission process





50th Anniversary Commemoration of the First African-American Residential Students





SOCIETY OF 1918



WILLIAM & MARY WOMEN'S WEEKEND

SEPTEMBER 21-23, 2018



Save the date

This is a weekend not to be missed!

Join W&M Women as we network, learn,
amplify women's impact and have fun!

WMALUMNI.COM/WOMEN





Homecoming 2017

FRIDAY

- Scholarships Luncheon
- Homecoming Parade
- Sunset Ceremony
- Virginia Uncorked

SATURDAY

- Homecoming Tailgate
- Reunion Receptions
- Saturday Night Bash

SUNDAY

- Jazz in the Garden



Homecoming 2017

AFFINITY GROUP GATHERINGS

- Alumni Band Organization (*Annual Meeting and Pre-game Gathering*)
- Association of 1775 (*W&M Military & Veterans Mess Hall Breakfast*)
- GALA (*LGBTQ Alumni Reception*)
- Hulon Willis Association (*Annual Meeting and Black Alumni Reception*)
- LatinX (*Alumni Reception*)
- Olde Guard (*Luncheon and Post-Game Tailgate*)
- Order of the White Jacket (*Annual Meeting and Reception*)
- Women & Philanthropy (*Meeting*)
- Young Guard (*Reunion Celebration*)

40%

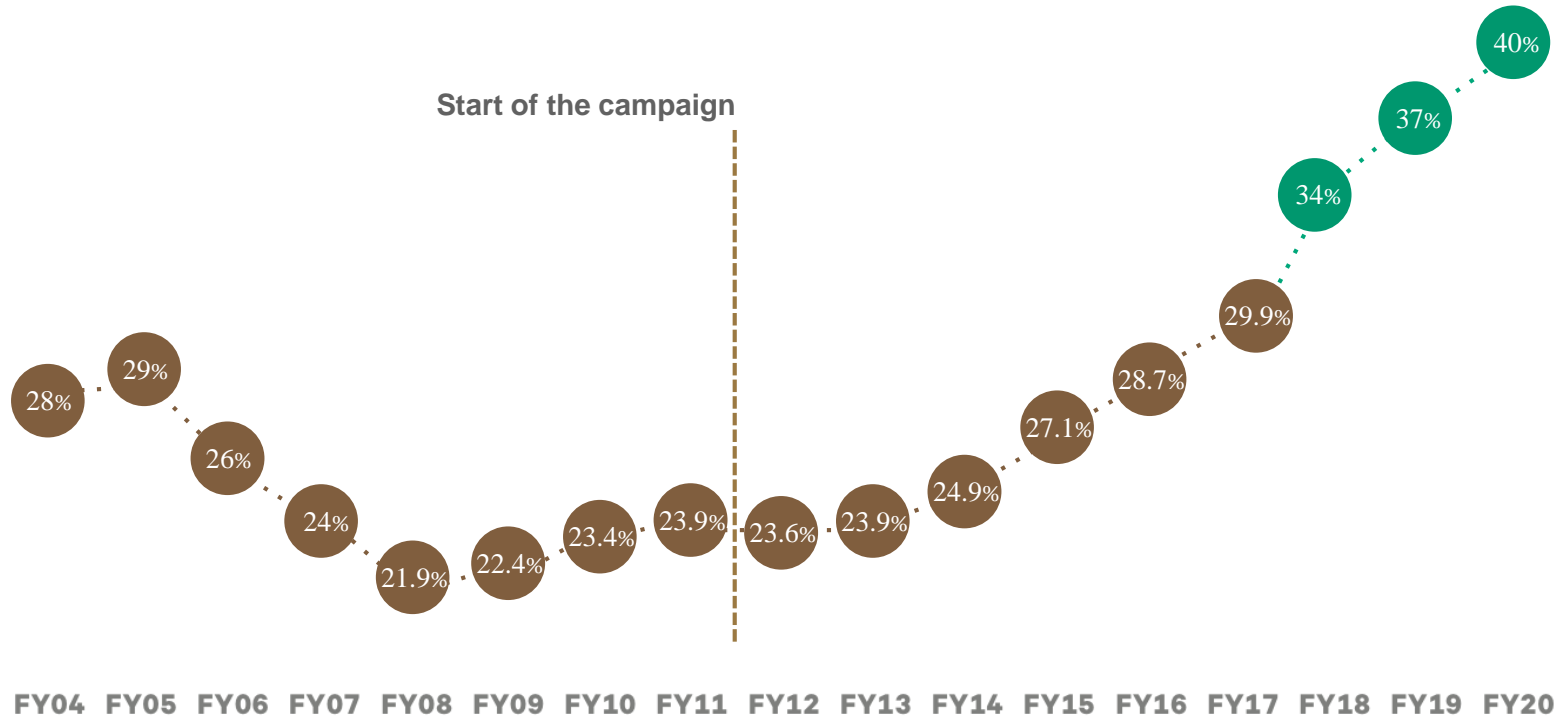
Achieve 40%
alumni participation



Undergraduate Alumni Participation for FY17

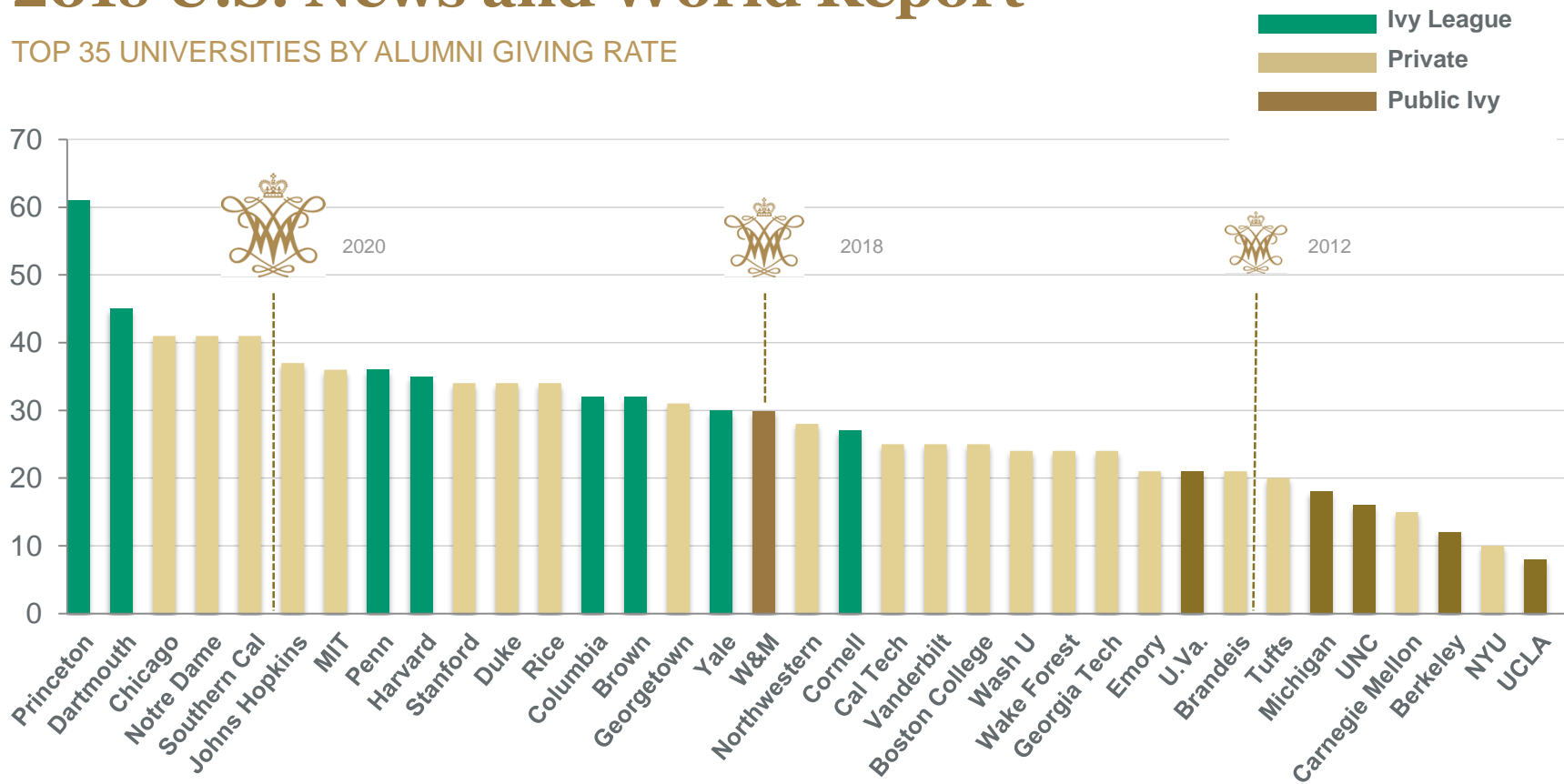
29.9%

William & Mary Alumni Participation



2018 U.S. News and World Report

TOP 35 UNIVERSITIES BY ALUMNI GIVING RATE



Why Does Participation Matter?

- Enhanced alumni engagement
- National rankings
- Pride in alma mater
- Investment in future campaigns
- Tackling changing generational giving habits
- Support for the operating budget



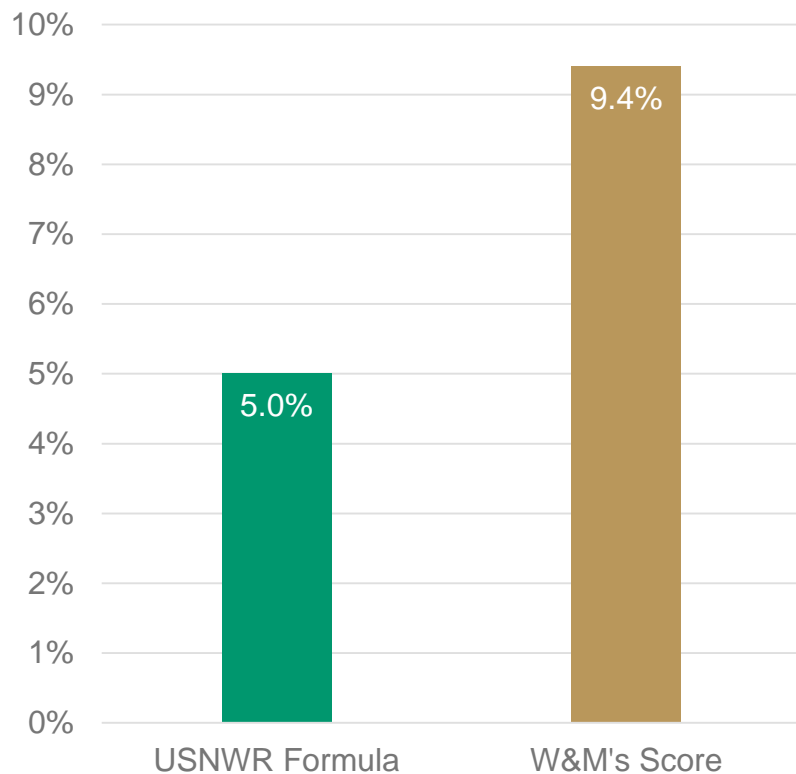
W&M Alumni Giving in USNWR

The weight in the USNWR formula *does not* equal the maximum number of points a school can score in that category.

EXAMPLE:

Alumni giving is 5% of the USNWR formula, but a school could earn more than 5 points based on its alumni giving rate in comparison to all other national universities.

ALUMNI GIVING IN USNWR



W&M Alumni Giving in U.S. News

- For W&M, our alumni giving rate accounts for nearly 10% of our overall score.
- W&M's alumni giving currently falls at the 94th percentile of all national universities.
- At 40%, W&M's alumni giving would rank at the 99th percentile.

Our Directional Compass

W&M ADOPTS 40%

2014 five-year giving report showed 43.7% of undergraduate alumni gave

- Produced a retention & reactivation approach

Two populations were identified as highest opportunities

- Young alumni
- Reunion donors

Establishment of the Volunteer Engagement team

- Class Ambassadors
- Student philanthropy & recent graduate engagement



Class Ambassador Academy

JUNE 2017

- 25 Young Guard Class Ambassadors contacted over 1000 alumni
- Received 190 gifts
- Class of 2016 brought in the most gifts and won the Class Ambassador Cup
- Paul Hickman '10 brought in the most gifts with 17 gifts in one day



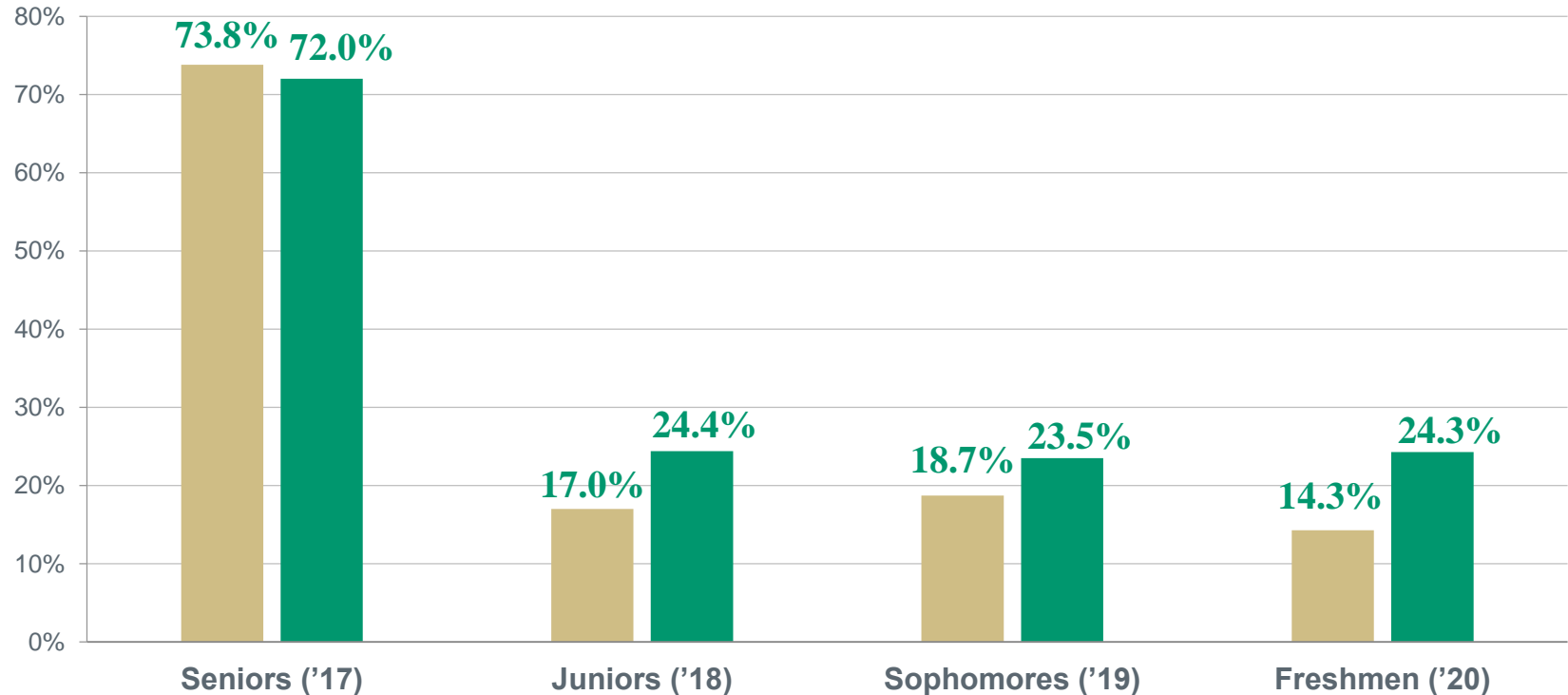
The VIMS 'Save Our Bay Scallops' Tribefunding campaign raised more than \$20,000 to purchase and then seed thousands of juvenile bay scallops into the seaside bays of Virginia's Eastern Shore with the goal of giving this species, locally extinct since the 1930s, its best chance for revival.



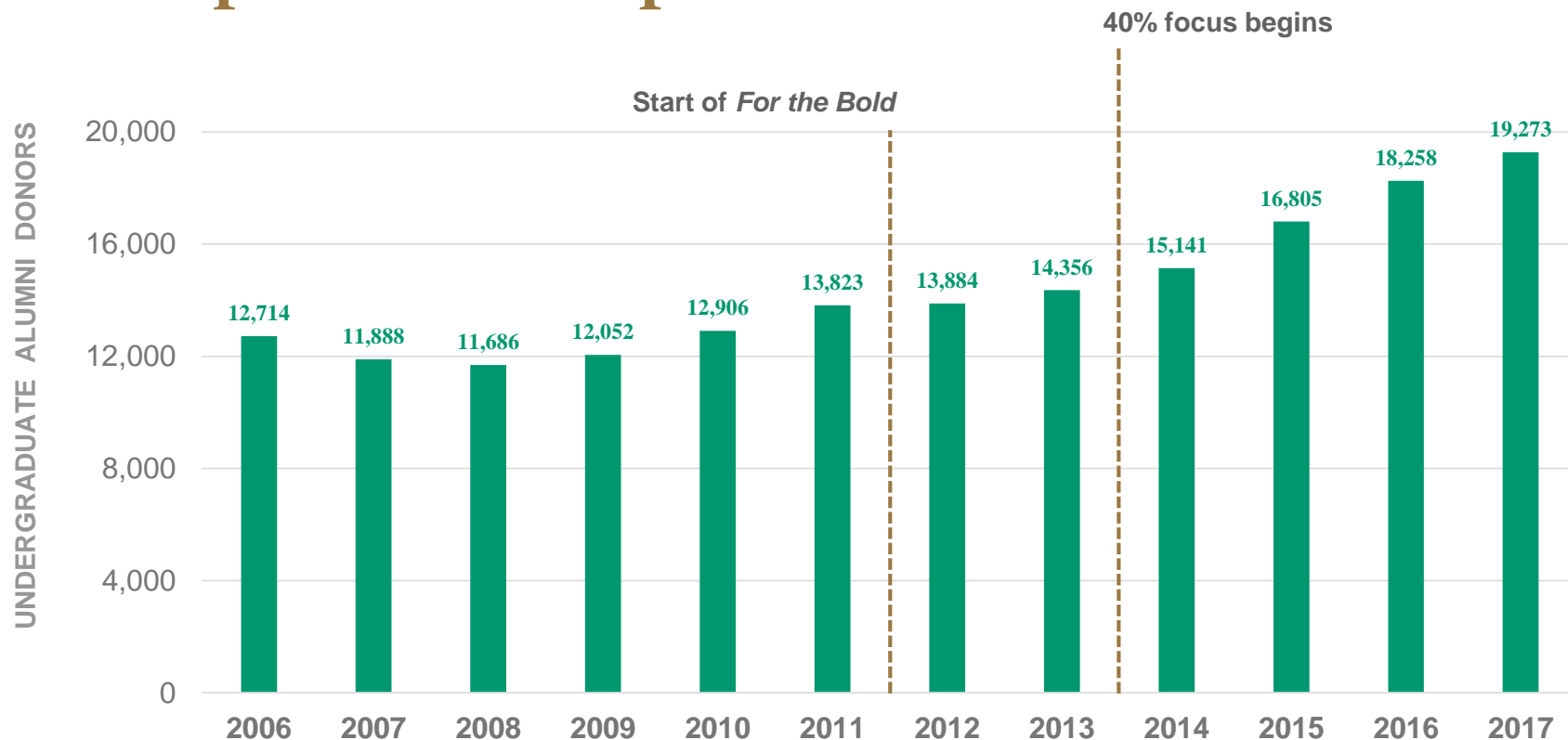
Student Philanthropy by Percentage

AS OF JUNE 30, 2017

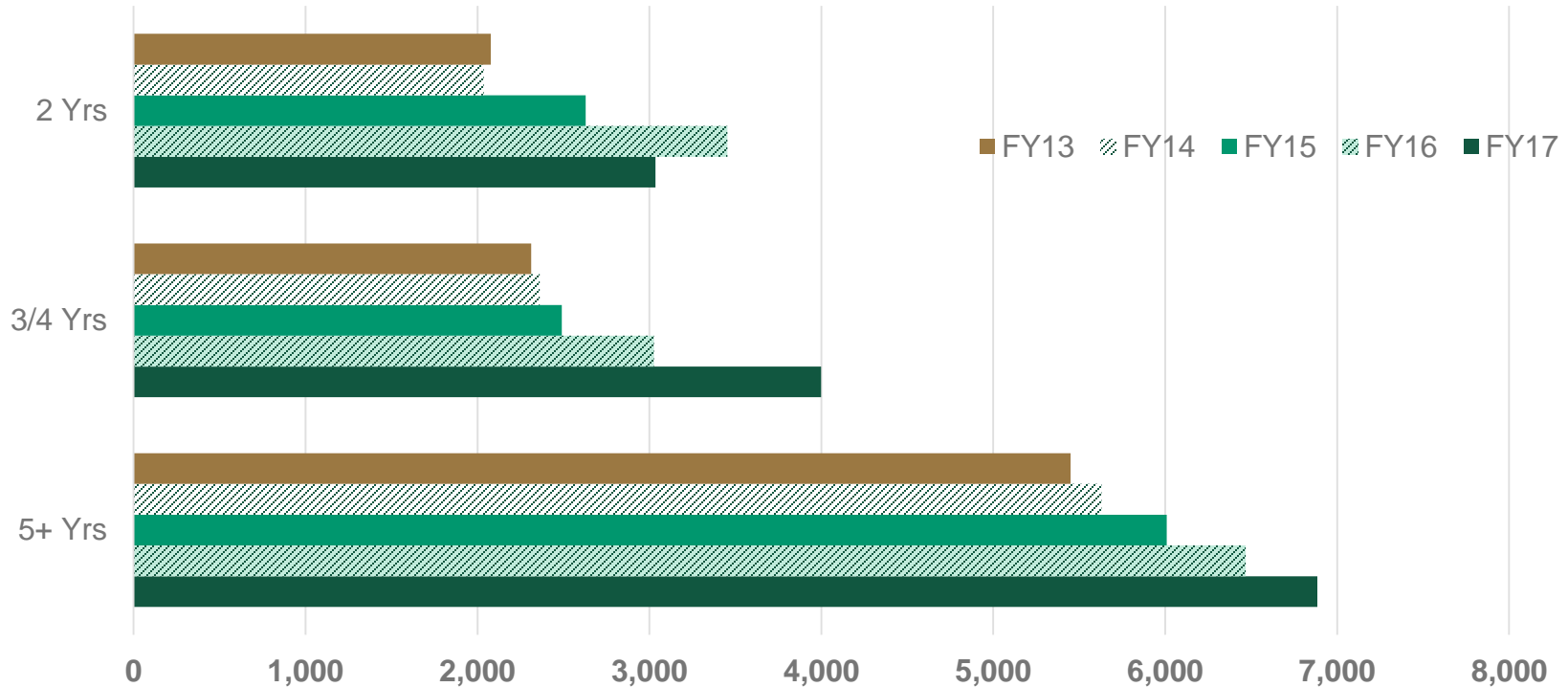
FY16
FY17



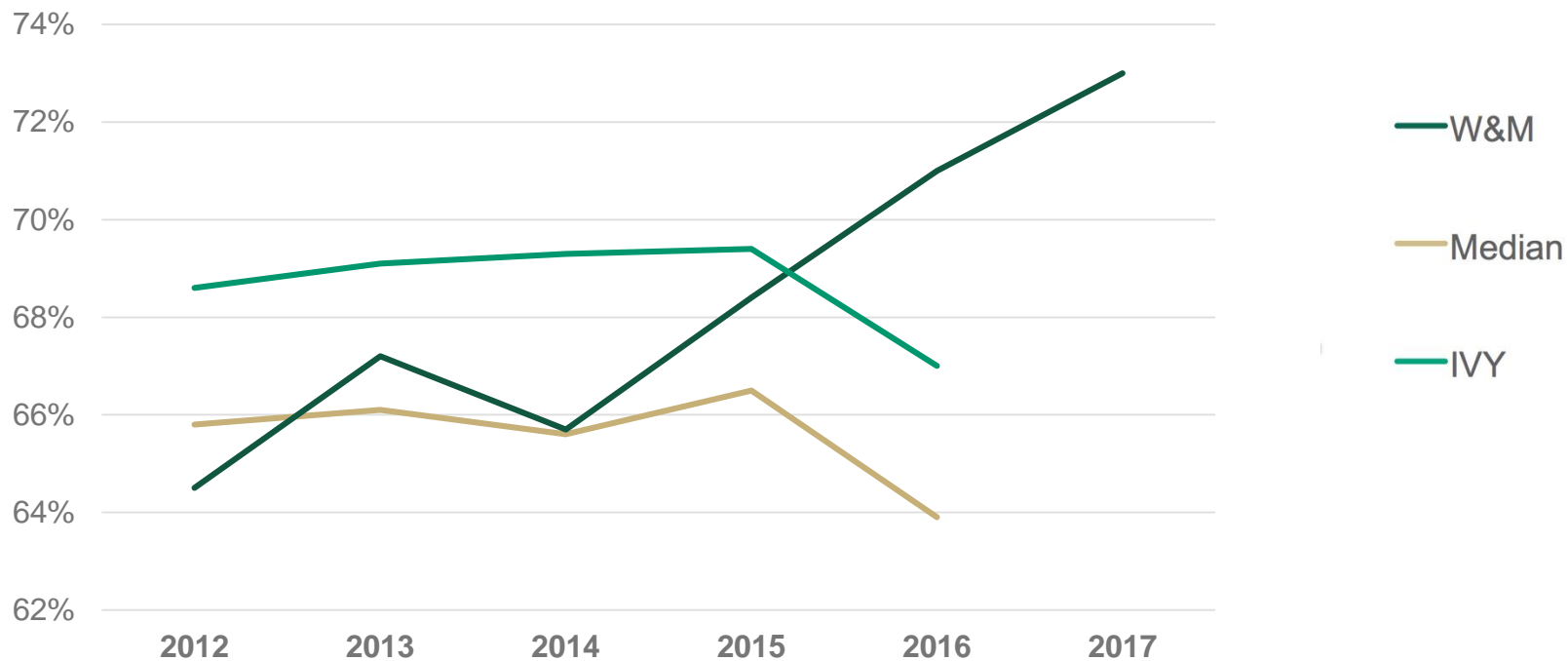
The Impact of Participation



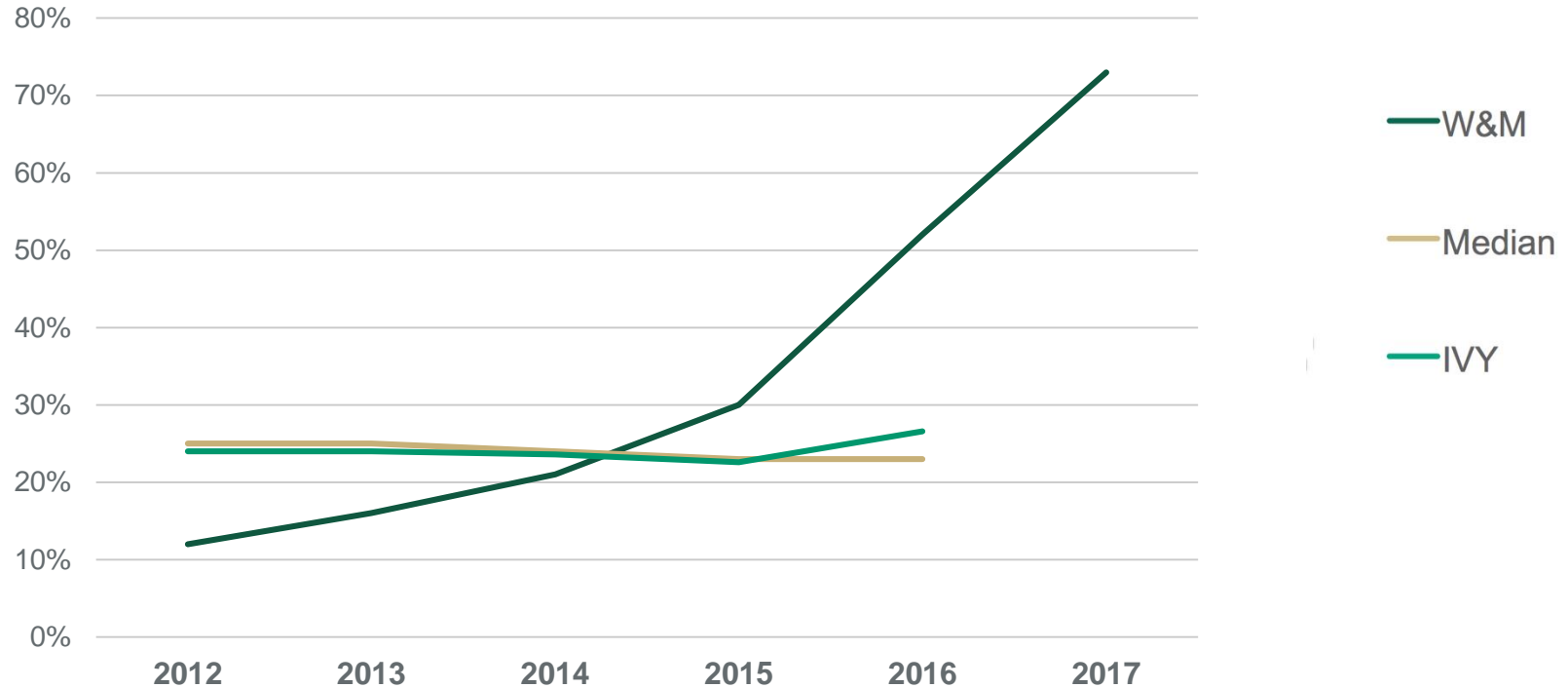
Growth in Consecutive Giving



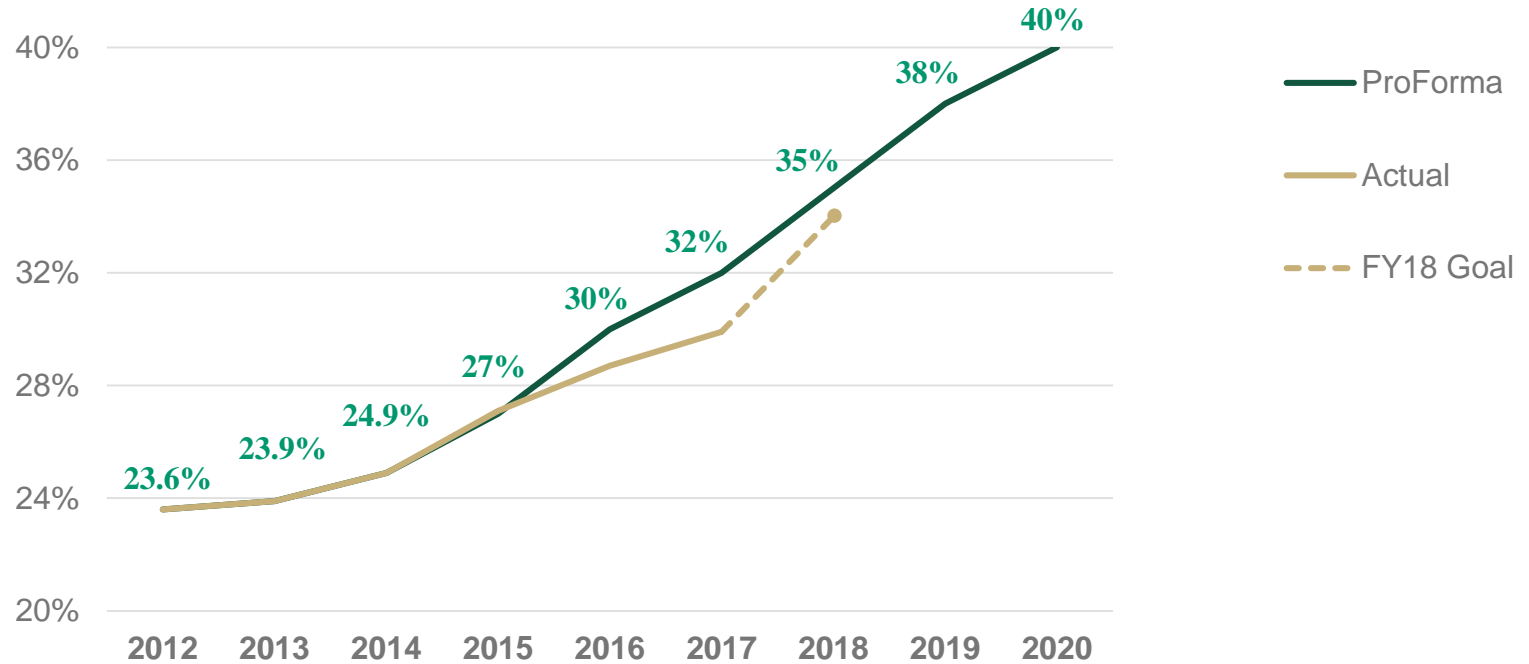
W&M Outperforms in Retention



W&M Outperforms in Student Retention



The Road Ahead to 40%



This Year

FOCUSED ON 34%

Continued Focus

- Stewardship, recognition and celebration
- Student philanthropy and young alumni engagement
- Further increase already national leading retention rates

One Tribe One Day | April 10



The Last Two Years

GETTING FROM 34% TO 40%

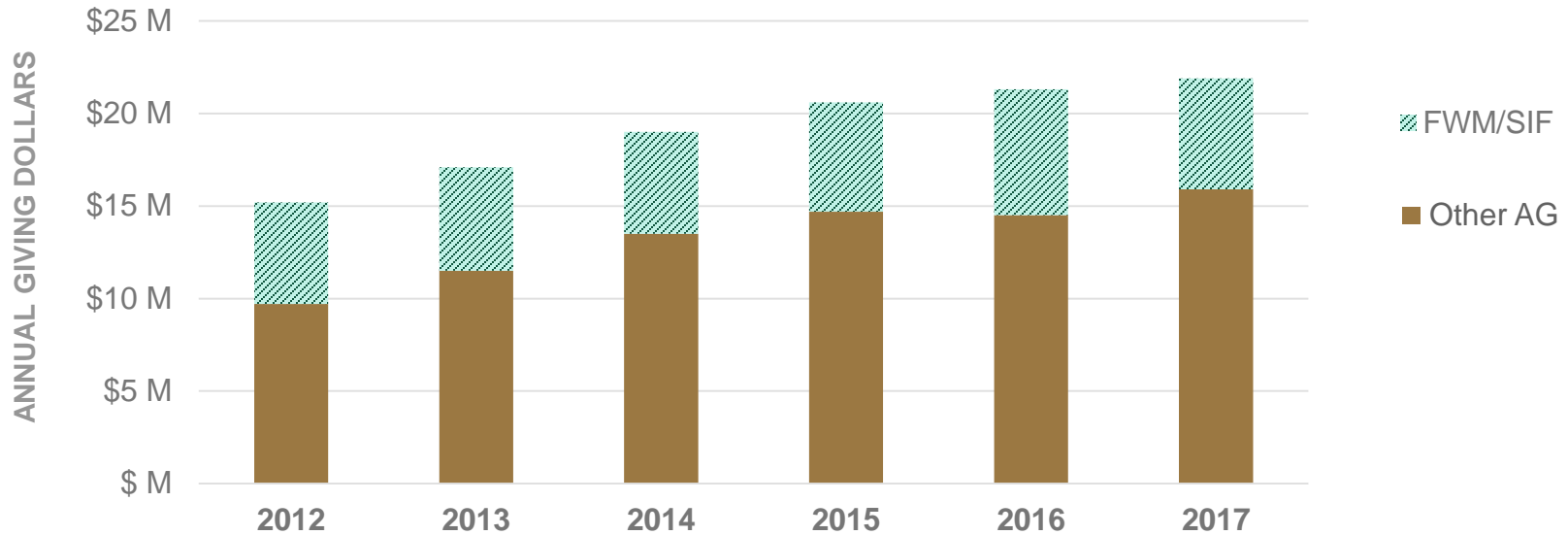
2018-2019

- Alumnae Initiatives
 - *100th Anniversary of Women*
 - *Society of 1918 Planning*
 - *Donor-funded challenges*

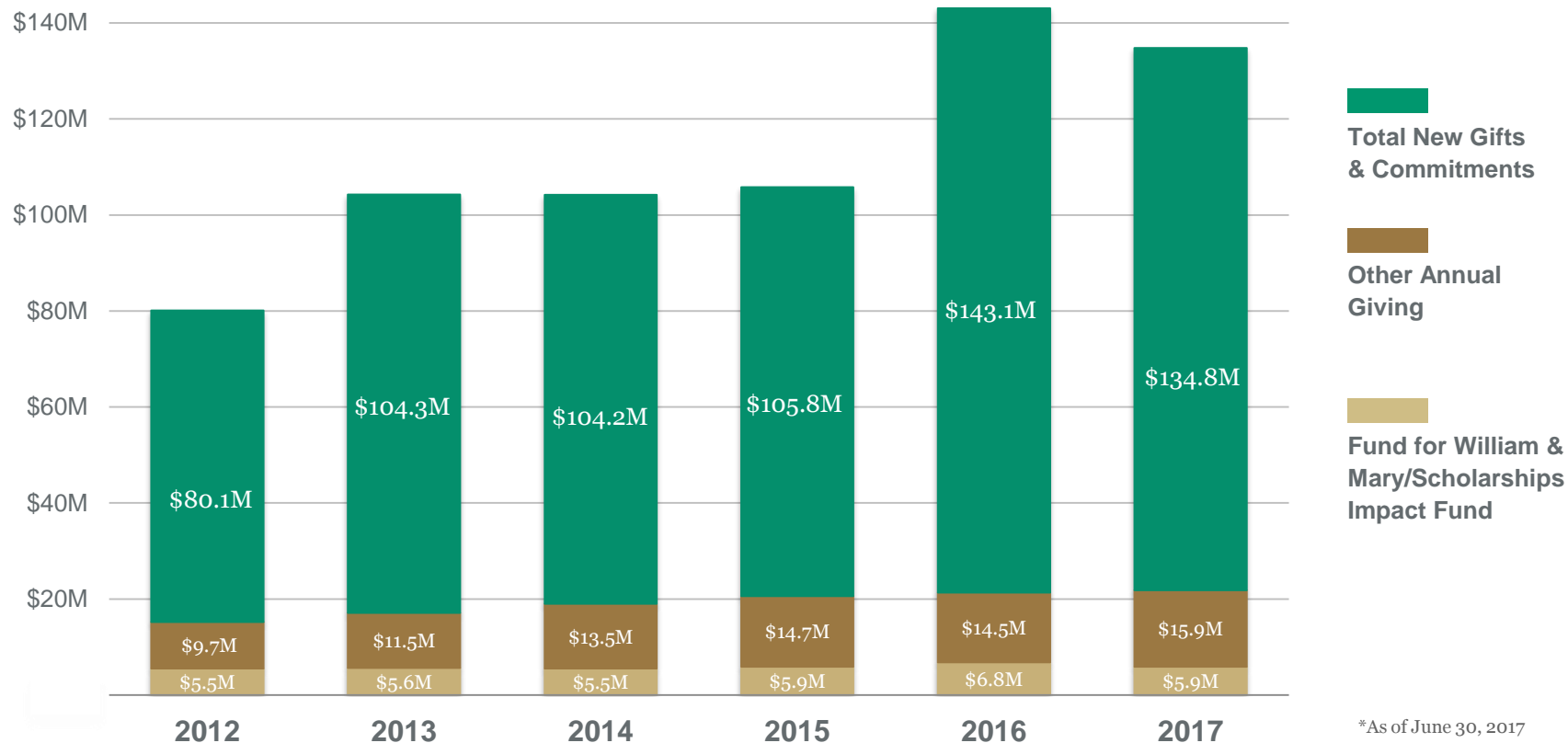
2019-2020 (final year of campaign)

- Capitalize on affinity & pride
 - *Affinity focus and recognition*
 - *Class focus and recognition*
 - *Geographic focus and recognition*

Participation Drives Dollars



Total Giving vs. Annual Giving





Raise \$1 billion



\$134.8M

raised in FY17 (second largest fundraising year ever)

This year, William & Mary held nearly **450** events in more than **40** cities around the world, including W&M Weekend in New York City which had more than **700** alumni, parents and friends in attendance

29.9%

undergraduate alumni participation — a new William & Mary record

19,273

undergraduate alumni donors
largest number of undergraduate alumni donors contributing in a single year

TOTAL NUMBER OF FY17 DONORS: 45,199

\$48.8 MILLION

RAISED FOR SCHOLARSHIPS

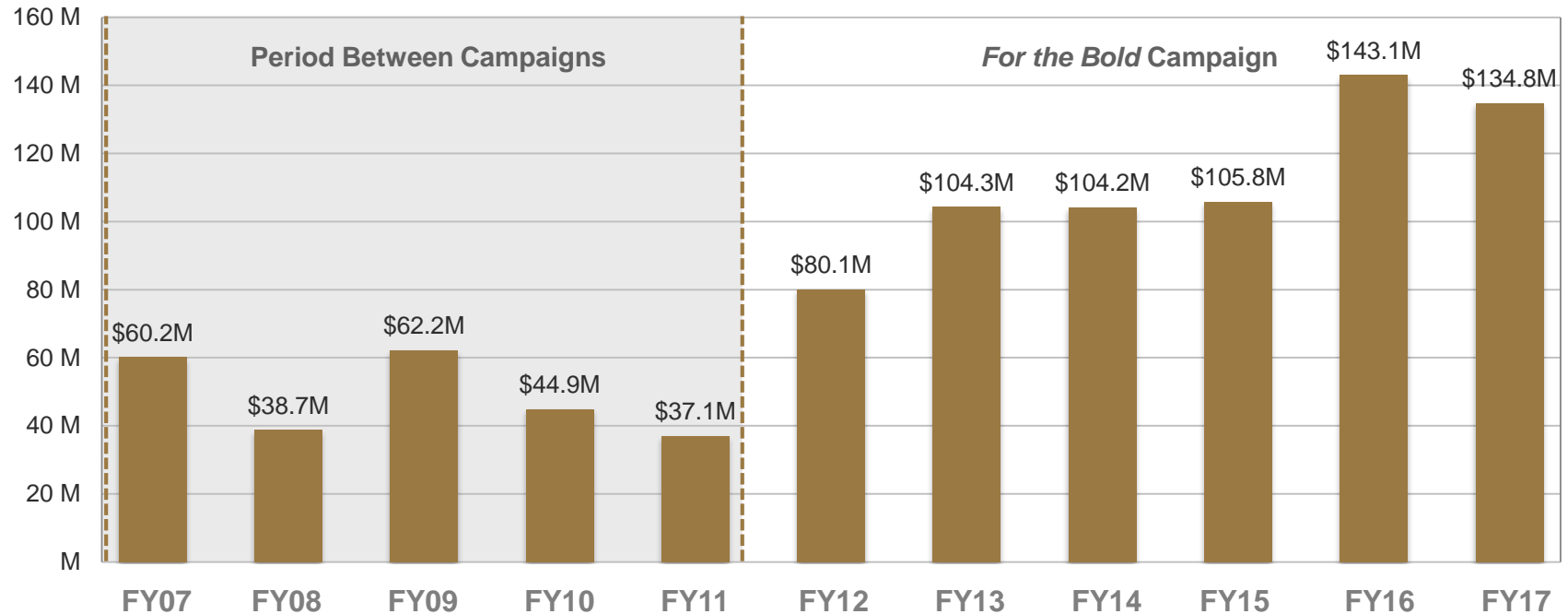
884 class ambassadors engaged with over **10,000** classmates

Total raised as of June 30, 2017

\$712.2
MILLION

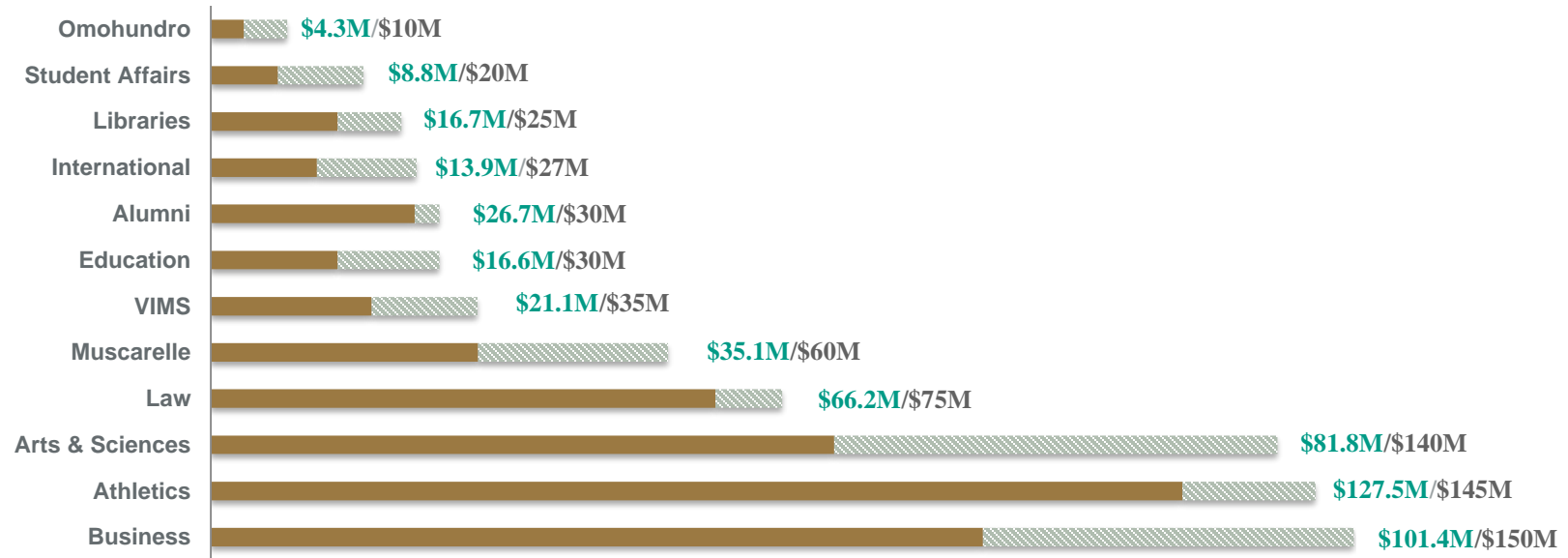
New Gifts and Commitments

AS OF JUNE 30, 2017



Goals and Progress by School and Unit

AS OF JUNE 30, 2017



An additional \$194M has been raised toward the \$253M University-wide goal.

W&M AFFORDING OPPORTUNITY

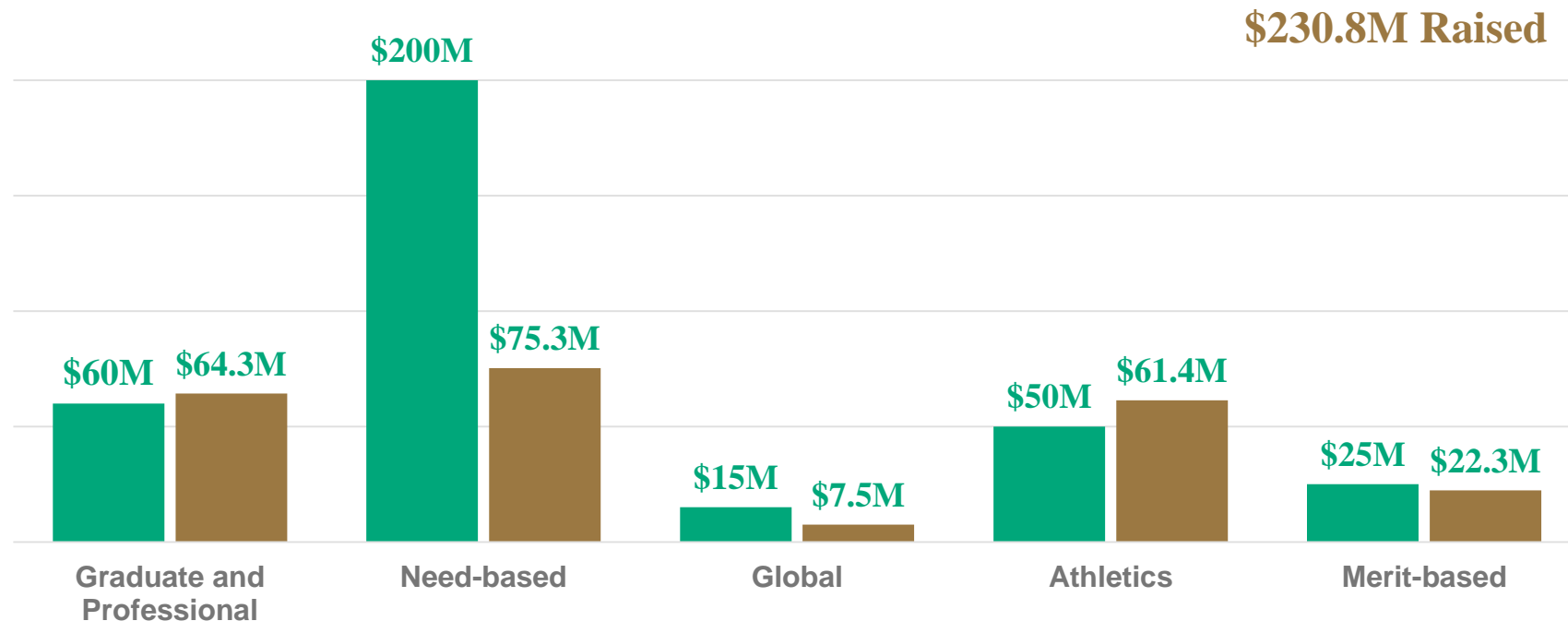
Campaign Gifts for Scholarships

| | Scholarships Impact Fund | | All Scholarships | |
|-------------|--------------------------|---------------|------------------|---------------|
| | Donors | Amount Raised | Donors | Amount Raised |
| 2012 | 112 | \$84,953 | 2,316 | \$7,867,104 |
| 2013 | 104 | \$31,997 | 2,620 | \$30,648,514 |
| 2014 | 254 | \$65,321 | 3,175 | \$22,893,393 |
| 2015 | 928 | \$751,284 | 4,156 | \$48,496,513 |
| 2016 | 1,879 | \$1,077,430 | 5,722 | \$66,892,852 |
| 2017 | 1,772 | \$1,025,867 | 6,170 | \$48,887,617 |

W&M AFFORDING OPPORTUNITY

Goal
Amount Raised

Campaign Gifts for Scholarships



*As of June 30, 2017



McLeod Tyler Integrative Wellness Center
Ground Breaking Ceremony | June 2017



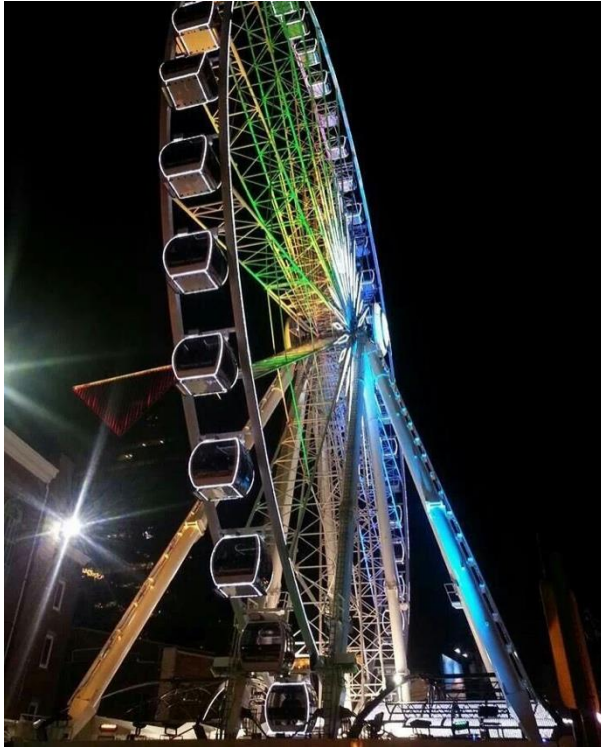
Shenkman Jewish Center

- New 3,000 sq. ft. facility for Jewish students to participate in cultural, spiritual, social and educational activities/programming
- Located at corner of Jamestown Rd. and Cary St.
- Groundbreaking in January 2018
- Expected completion is Fall 2018



Campaign Celebration in Atlanta | October 5

HIGH MUSEUM OF ART



Campaign Celebration in Richmond | March 27

VIRGINIA MUSEUM OF FINE ARTS



Campaign Celebration in Chicago | May 31

JOHN G. SHEDD AQUARIUM

