

A nighttime photograph of a city skyline with two prominent skyscrapers, one with a green-lit dome. In the foreground, a multi-lane highway interchange is visible with light trails from cars. The text 'For the Bold' is overlaid in a large, white, serif font, with a thin white horizontal line passing through the middle of the letters.

# For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

# Campaign Goals



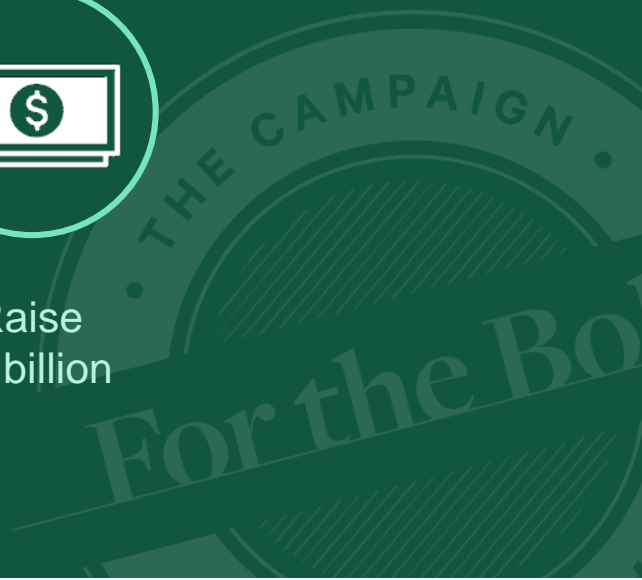
Strengthen alumni  
engagement



Achieve 40 percent  
alumni participation



Raise  
\$1 billion





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Strengthen alumni  
engagement

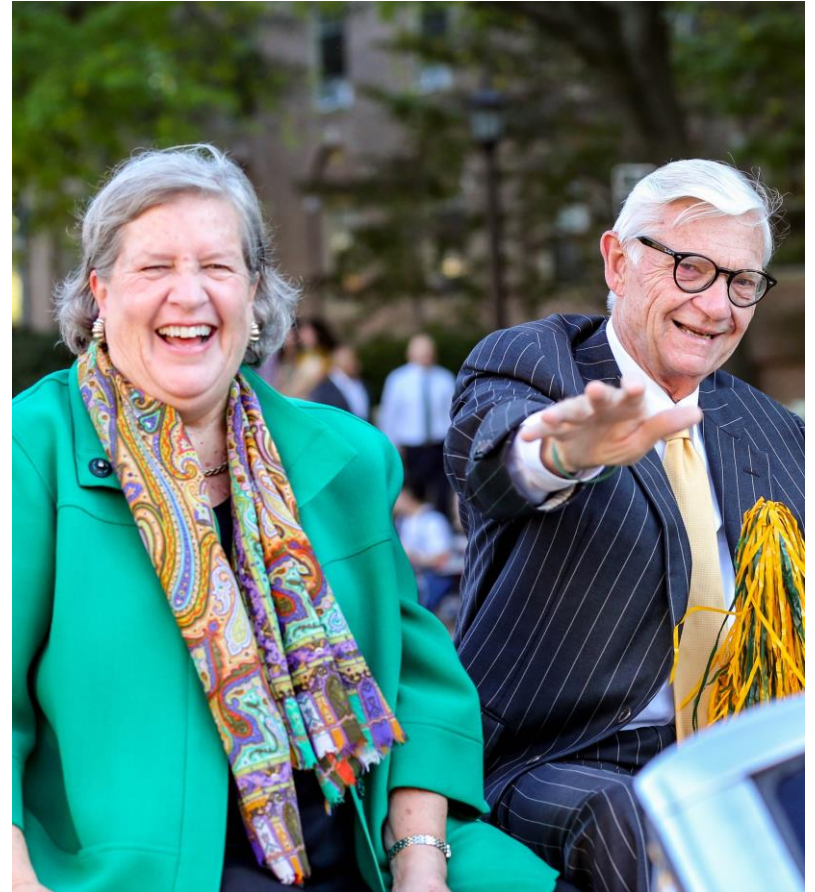






# Homecoming & Reunion 2017

- Record attendance of 4,345  
(not including the sold-out football game)
- Approximately 175 events
- NPS score of 65  
(-100 to 100 scale, 50+ is excellent)
- New events
  - W&M Military & Veterans Mess Hall Breakfast
  - LatinX Alumni Reception
  - Handshakes and Pancakes
  - Jazz in the Garden



# W&M Volunteer Portal

**Search for opportunity by area of impact:**



Arts & Sciences



Raymond A.  
Mason School  
of Business



William & Mary  
Law School



VIMS



Student Affairs



Admissions



Careers &  
Professional  
Networks



Fundraising



Regional &  
International



William & Mary  
Women



Community  
Engagement



Christopher  
Wren



William & Mary  
Alumni



Virtual  
Volunteering



Parent & Family



Other



40%

Achieve 40%  
alumni participation



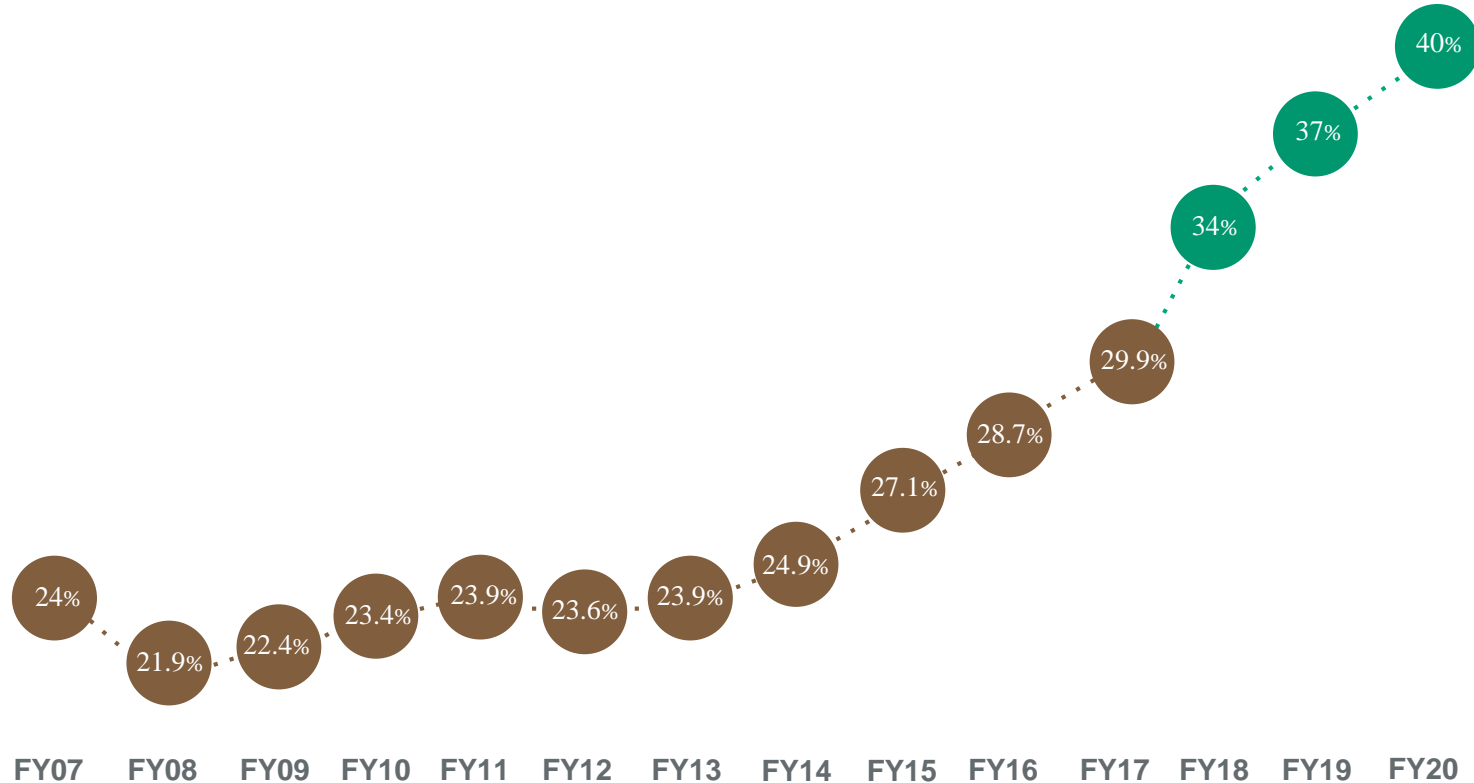
## Undergraduate Alumni Participation

FY17 29.9%

FY18 34% goal

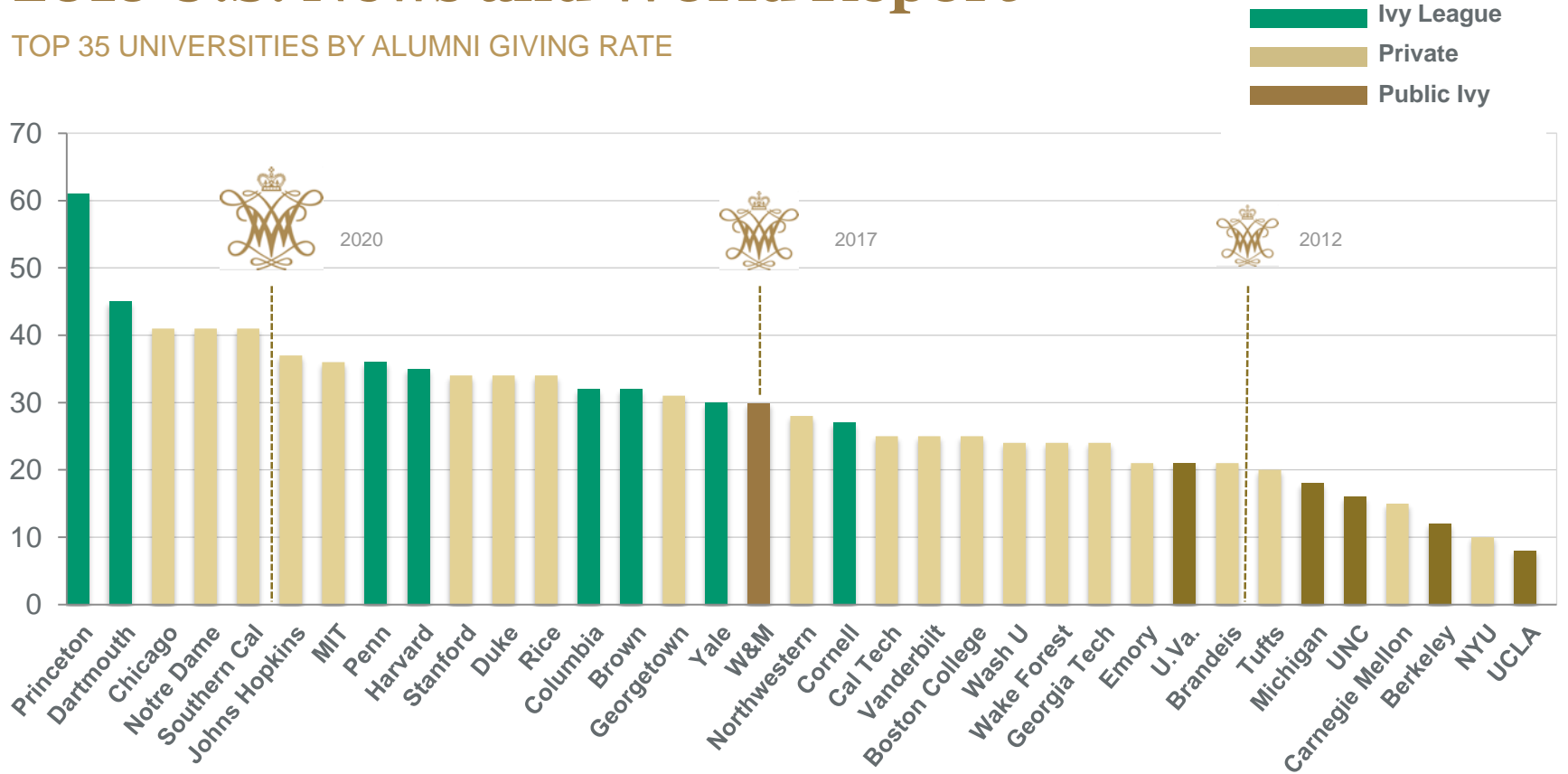


# Undergraduate Alumni Participation



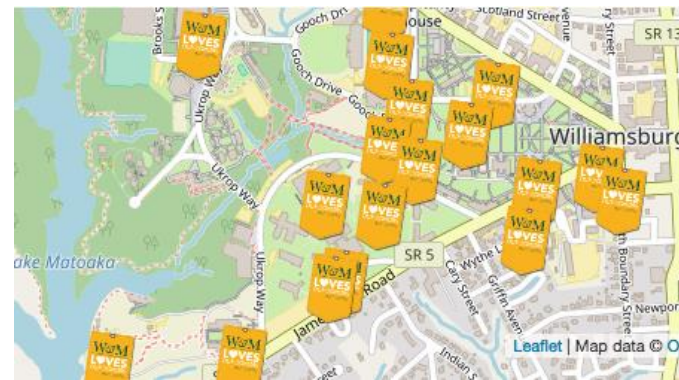
# 2018 U.S. News and World Report

## TOP 35 UNIVERSITIES BY ALUMNI GIVING RATE









# Tribefunding

Nov. 1 – Dec. 15

(6 projects / 14 submissions)

- **Bridges to Community**  
(Branch Out)
- **CT-scanning of fishes**  
(VIMS)
- **Culture Night**  
(Filipino American Student Assembly)
- **Methods Mastery Series**  
(Social Science Research Methods Center)
- **Shark Tank Competition**  
(ITPIR)
- **Vizyon: Visions From Haiti**  
(Linguistics)



**A Look Inside**  
For William & Mary

A Look Inside will help researchers and school children digitally dissect fishes through the creation of 3D computer and handheld models.



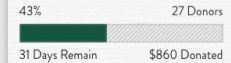
**ITPIR's Shark Tank Research Comp...**  
For William & Mary

To support cutting-edge student research projects that could make a difference in the world.



**FASA Culture Night**  
For William & Mary

FASA's annual Culture Night highlights the joy and struggles of the Filipino-American experience. Support this student-led production!



**Bridges to Community**  
For William & Mary

Do you think that secure housing is a human right? If yes, please donate to our service trip to Nicaragua to help make it a reality!



**Methods Mastery Series**  
For William & Mary

Help us create a series of online modules that will link skills learned in the classroom with practical application and jobs.



**Haitian Visions / Vizyon Ayisyen**  
For William & Mary

Help bring our stories to life on the streets of Haiti's capital. The photos we take will be included in our upcoming sci-fi / fantasy book!



#GIINGTUESDAY

NOVEMBER 28, 2017





**4.10.2018**

A DAY FOR GIVING BACK  
AND PAYING IT FORWARD.





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Raise \$1 billion



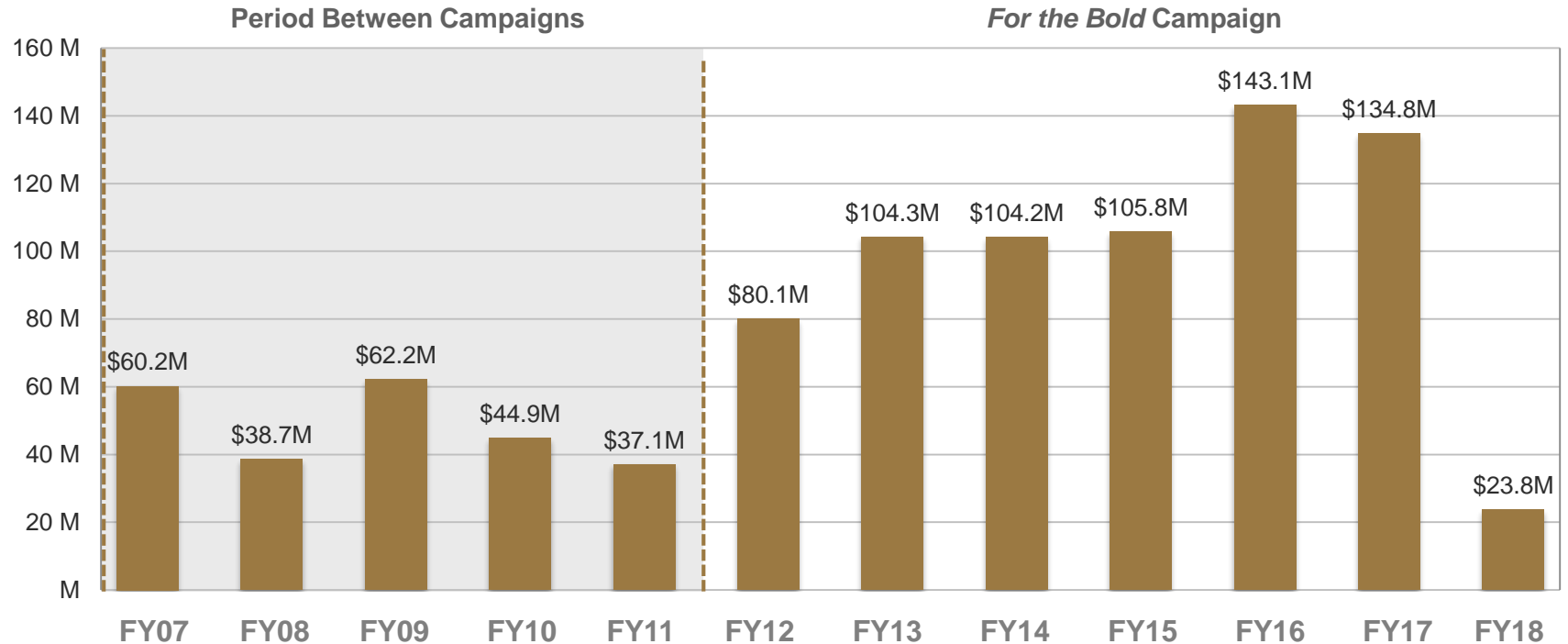


Total raised as of Sept. 30, 2017

\$736  
MILLION

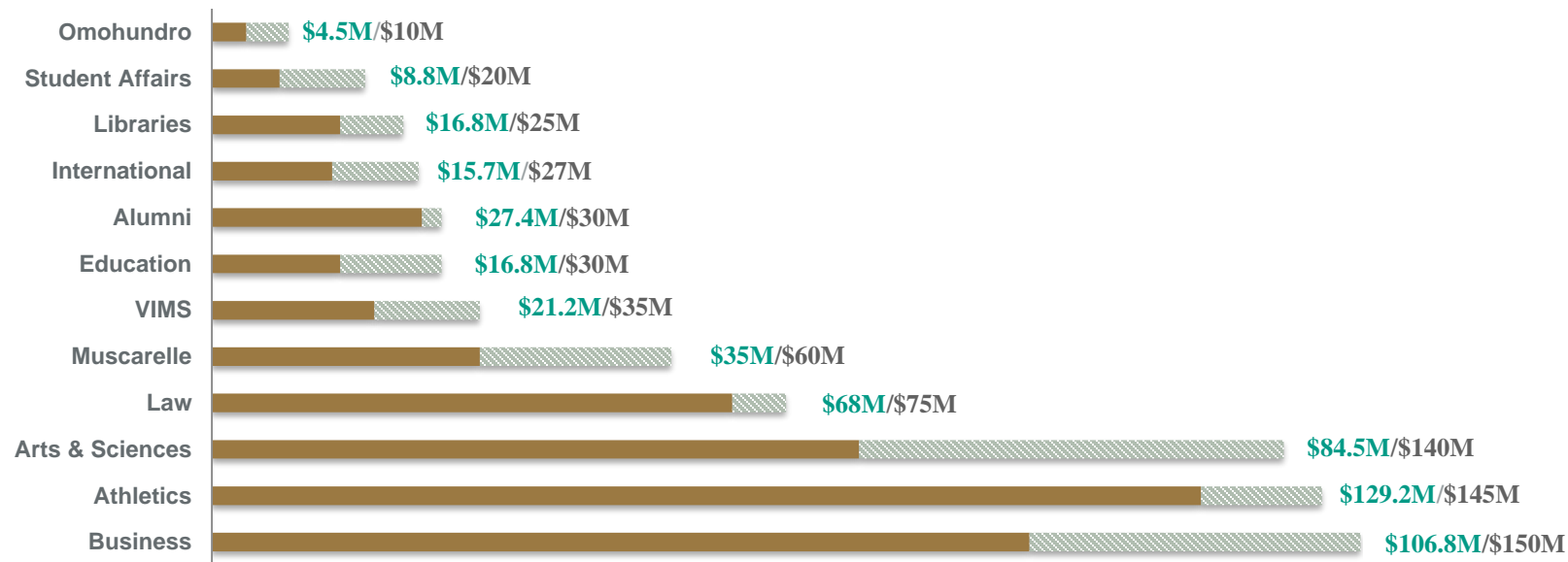
# New Gifts and Commitments

AS OF SEPT. 30, 2017



# Goals and Progress by School and Unit

AS OF SEPT. 30, 2017

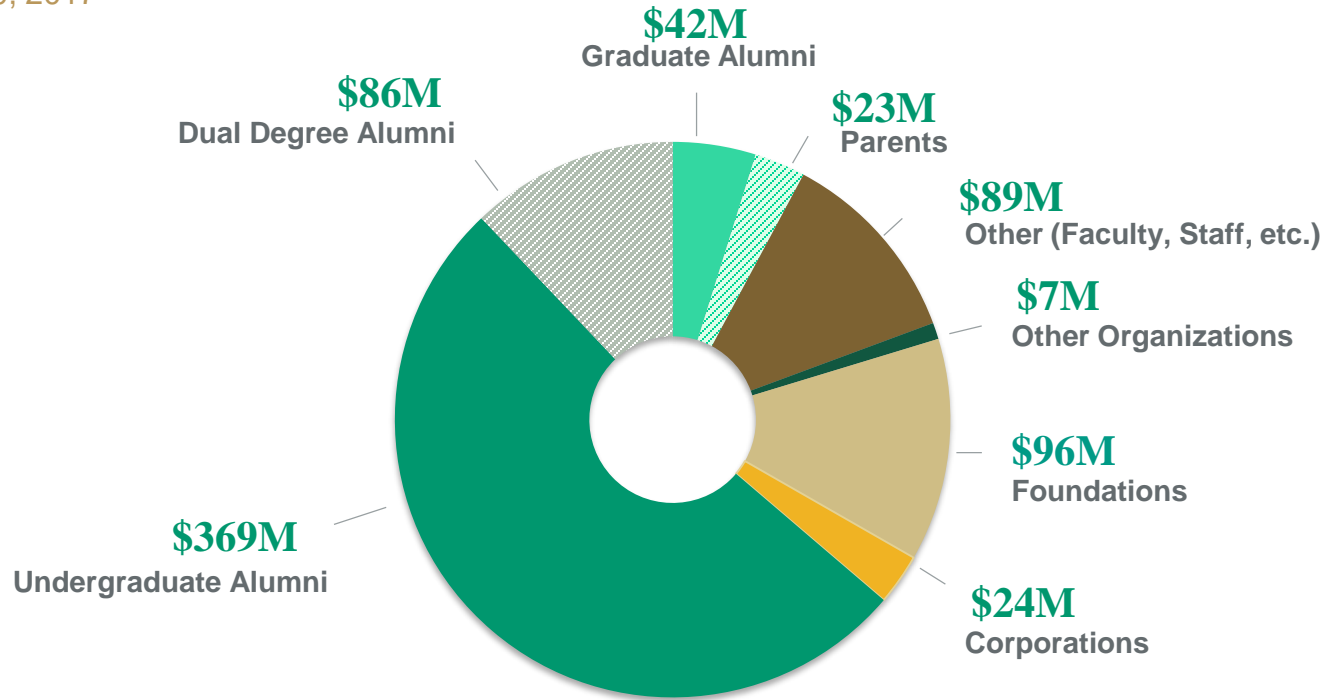


*An additional \$201.3M has been raised toward the \$253M University-wide goal.*



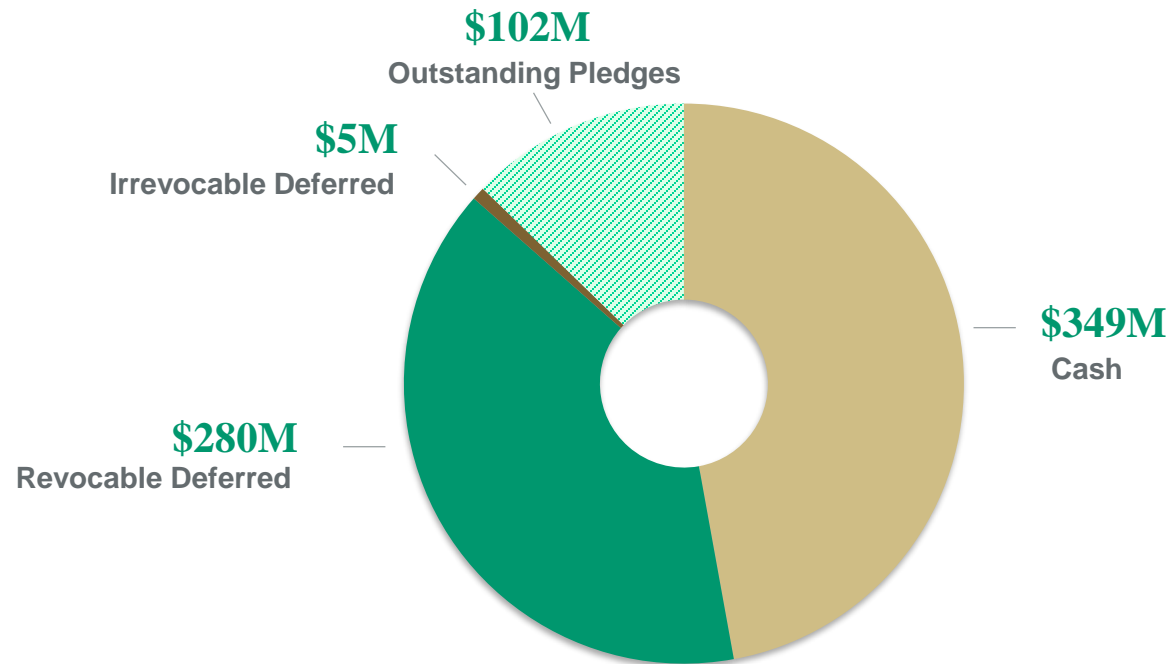
# Giving by Source

AS OF SEPT. 30, 2017



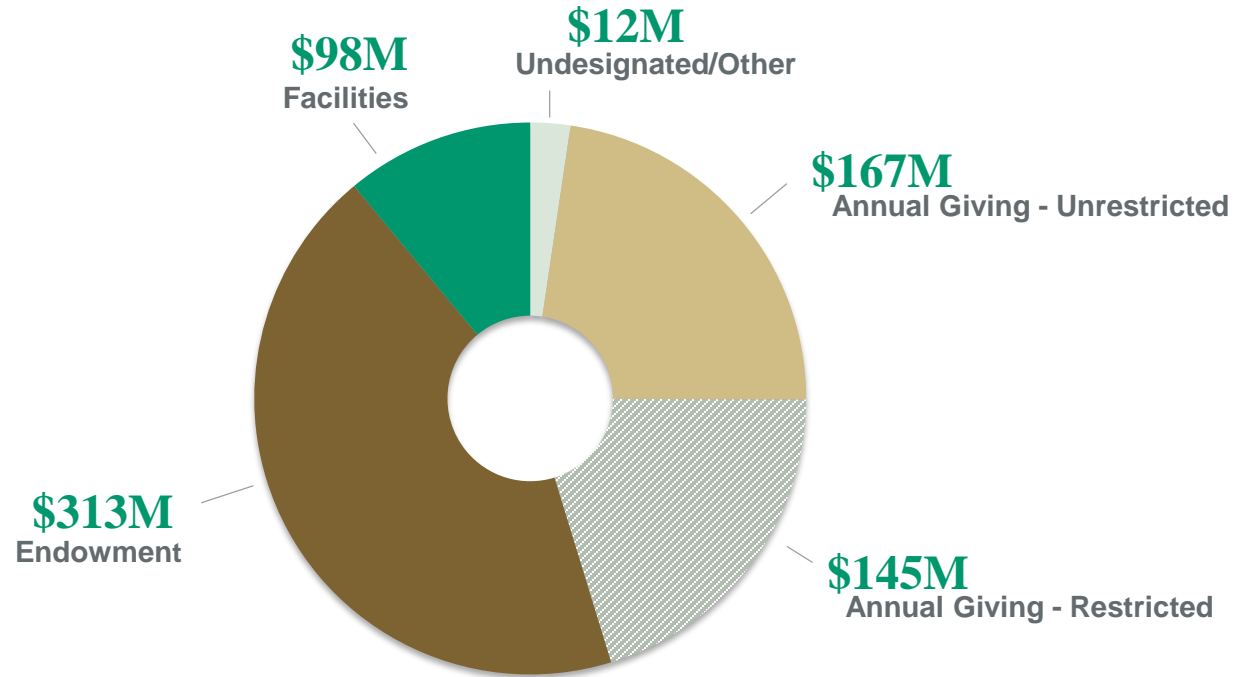
# Gifts and Pledges by Type

AS OF SEPT. 30, 2017



# Gifts and Pledges by Purpose

AS OF SEPT. 30, 2017

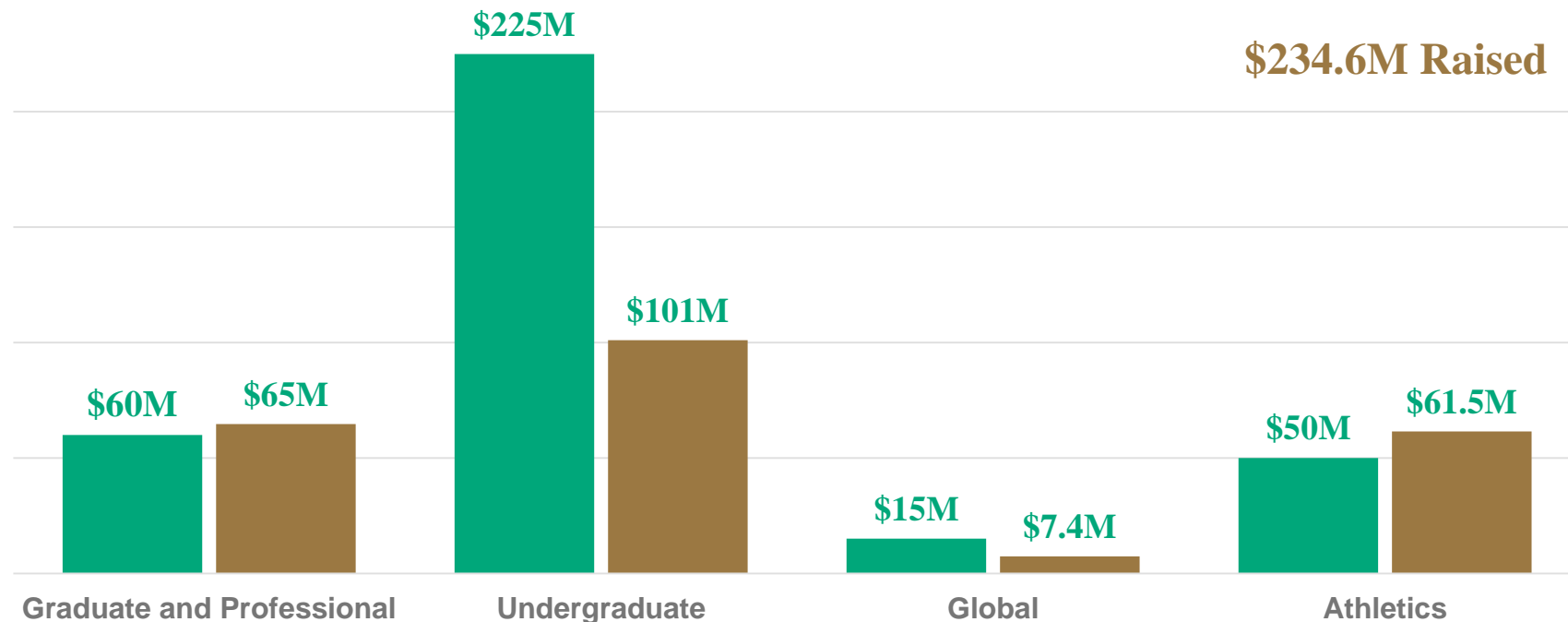




# W&M AFFORDING OPPORTUNITY

## Campaign Gifts for Scholarships

Goal  
Amount Raised




\*As of Sept. 30, 2017

# Initiatives

For the Bold  
THE CAMPAIGN FOR WILLIAM & MARY

GIVE NOW

ABOUTPILLARS & PRIORITIESSCHOOLSPROGRAMS & UNITINITIATIVESGIVINGSTORIESQ



Diversity & Inclusion Initiatives

"Being an integral part of the William & Mary community was a fortifying experience for me. The community accepted me for who I was and valued me for what I had to offer. Diversity of thought, diversity of experience and the ability to be included allows us all to be more informed, more thoughtful and more aware of the world in which we live."

Ruth Jones Nichols '96

A Letter from the Chief Diversity Officer

William & Mary is committed to advancing a diverse, inclusive and welcoming environment for all of our students, faculty, staff and alumni. Our community is comprised of individuals with different backgrounds, talents and skills and our vision is for everyone on and off campus to feel supported and affirmed.

Through the For the Bold campaign — and other initiatives across campus — we will


Giving Opportunities

- Association of 1776 Commitment to Military Service Scholarship**  
Supports full-time William & Mary students who have demonstrated engagement with the United States military through active or reserve duty, or are enrolled in an armed services commissioning program.
- Boswell Initiative**  
Supports teaching and scholarship on dimensions of LGBT life, both within the

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Women's Initiatives

"William & Mary women are a force that continues to shape the future of the university and the world around us. I am proud that my alma mater is at the forefront of universities who are actively working to find innovative ways to engage, empower and celebrate women."

Elizabeth Cabell Jennings '85 P '17

A Letter from the Director of Alumnae Initiatives

In 1918, William & Mary opened its doors to 24 women students. Today, women students, parents, staff, faculty, friends and alumnae help shape the current and future character of the university.

William & Mary women are inspiring, empowering and leading the world in all walks of life, personally and professionally. The goal of *women's initiatives* at William & Mary is to support the interests, standing and well-being of all W&M women and to continue to

Giving Opportunity

Alumnae Initiatives Endowment (4156)

As part of the effort to commemorate 100 years of coeducation, William & Mary has established an endowment to support alumnae initiatives programs. Income from the endowment will be used to enrich and expand current offerings that bring all W&M women together to strengthen their bonds with one another with and with alma mater. Examples include the W&M Women's Weekend, regional women's events and networking opportunities.



# SOCIETY OF 1918





# 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





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