



For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

Campaign Goals



Strengthen alumni
engagement



Achieve 40 percent
alumni participation



Raise
\$1 billion





Strengthen alumni
engagement



Alumni House Expansion & Renovation



Inclusion & Engagement Initiatives



W&M | ASSOCIATION
OF 1776

W&M | HULON WILLIS
ASSOCIATION

W&M | LGBTQ ALUMNI

W&M | LATINX

Alumni Association Strategic Planning



40%

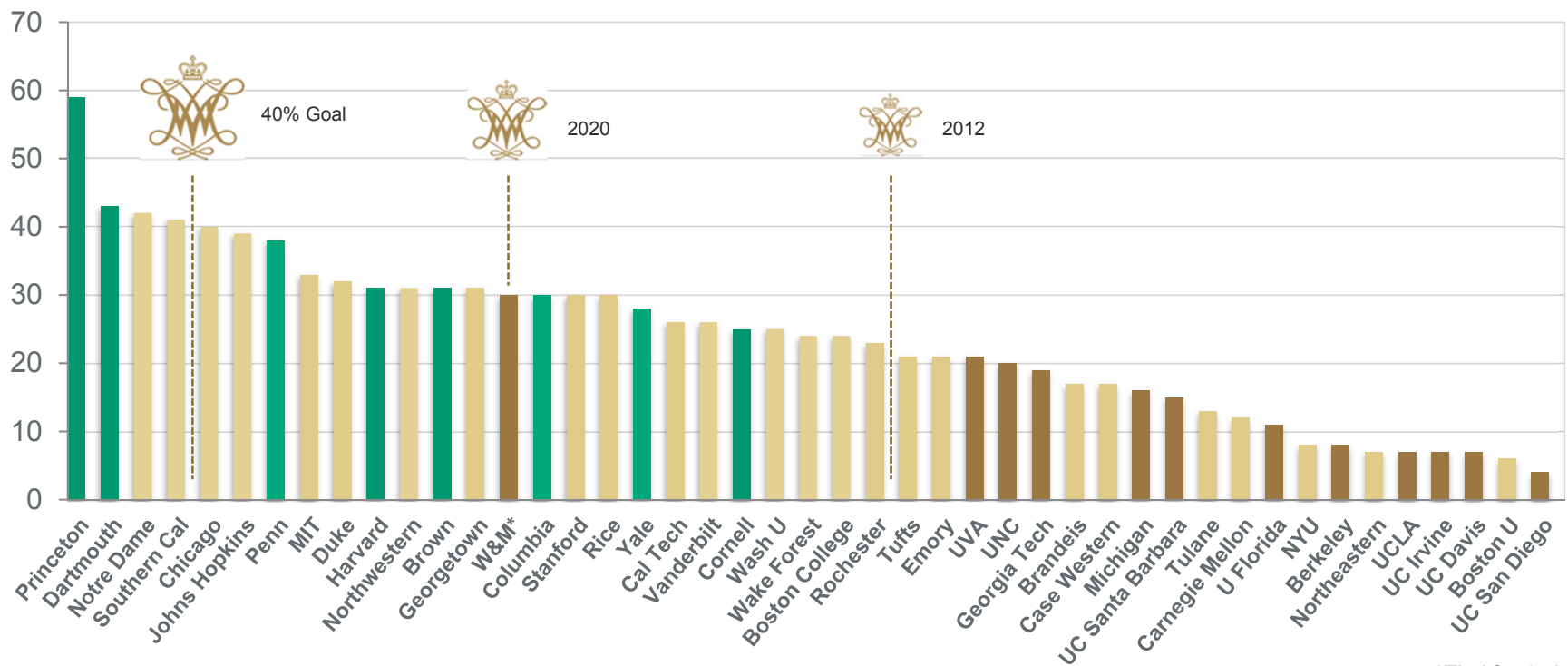
Achieve 40%
alumni participation





2020 U.S. News and World Report

ALUMNI GIVING RATE OF TOP 40 UNIVERSITIES



*Tied for 14th



Raise \$1 billion



Total raised as of June 30, 2019

\$891.8
MILLION

Sprinting Marathon

279

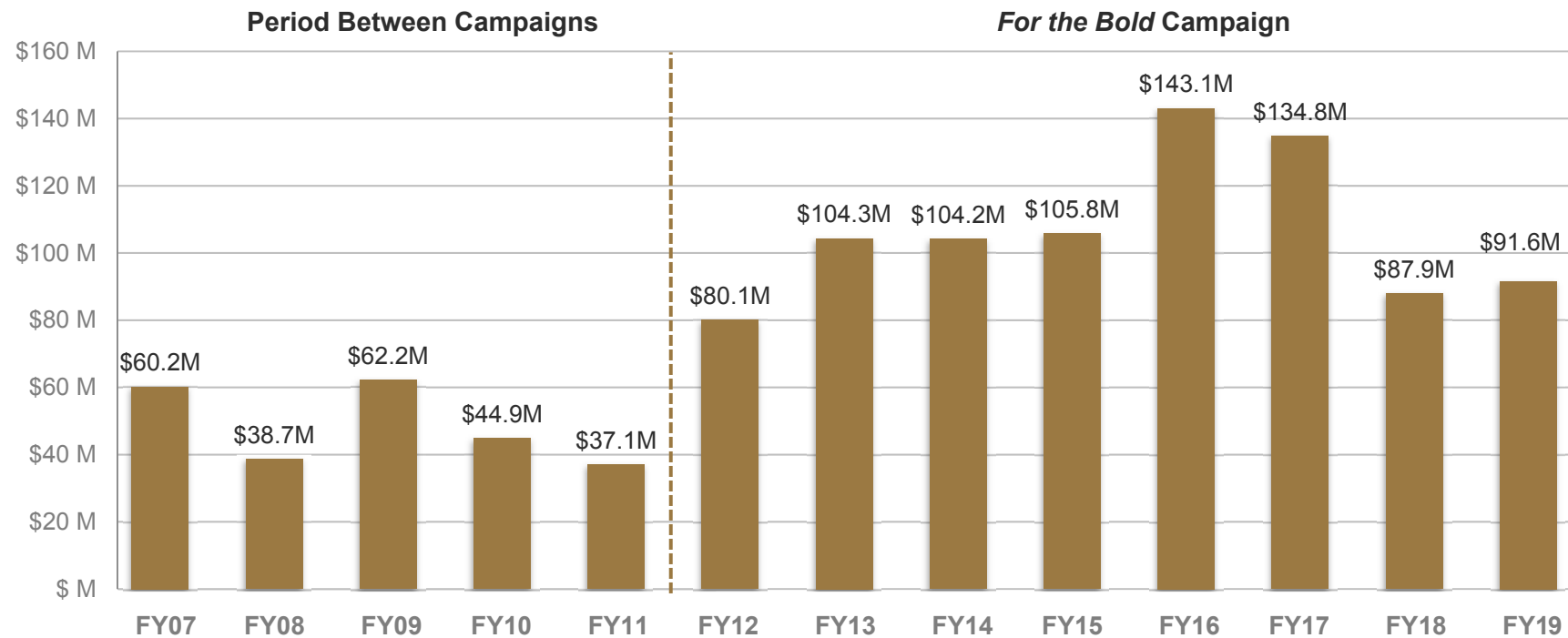
DAYS REMAINING
IN THE CAMPAIGN

AVERAGE NEEDED PER DAY

\$306,937

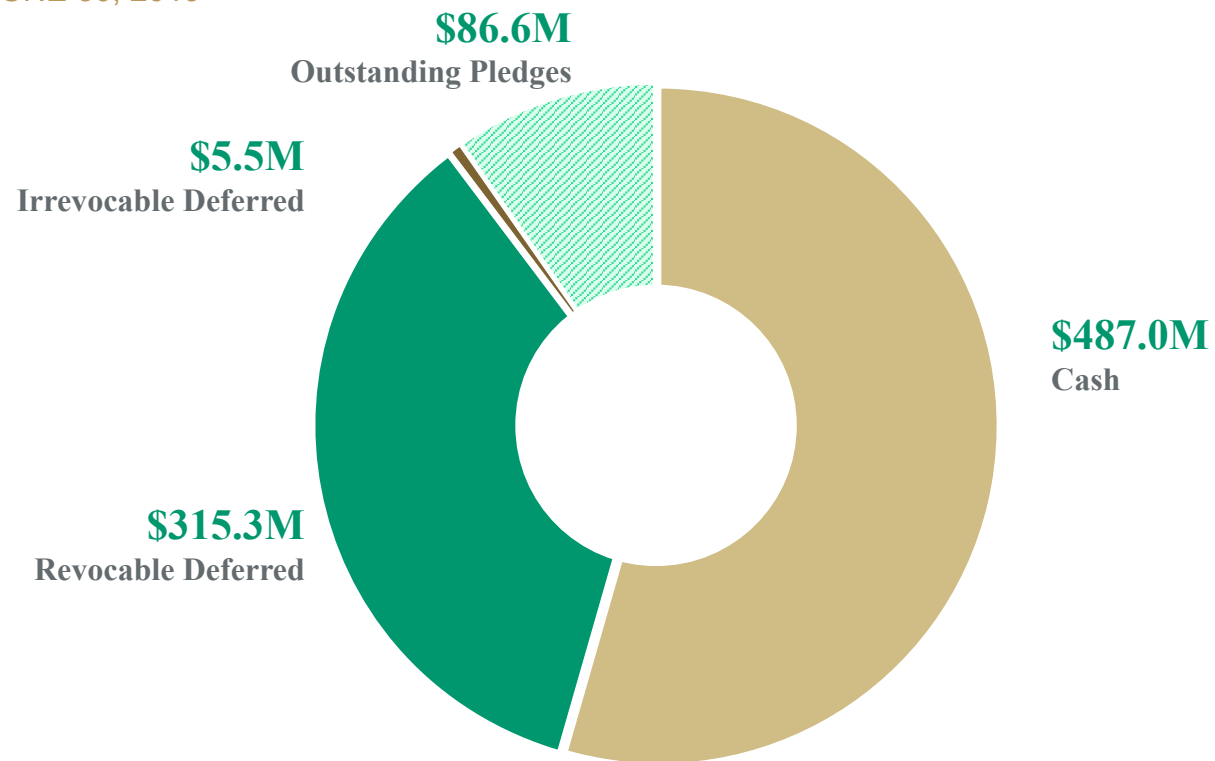
New Gifts and Commitments

AS OF JUNE 30, 2019



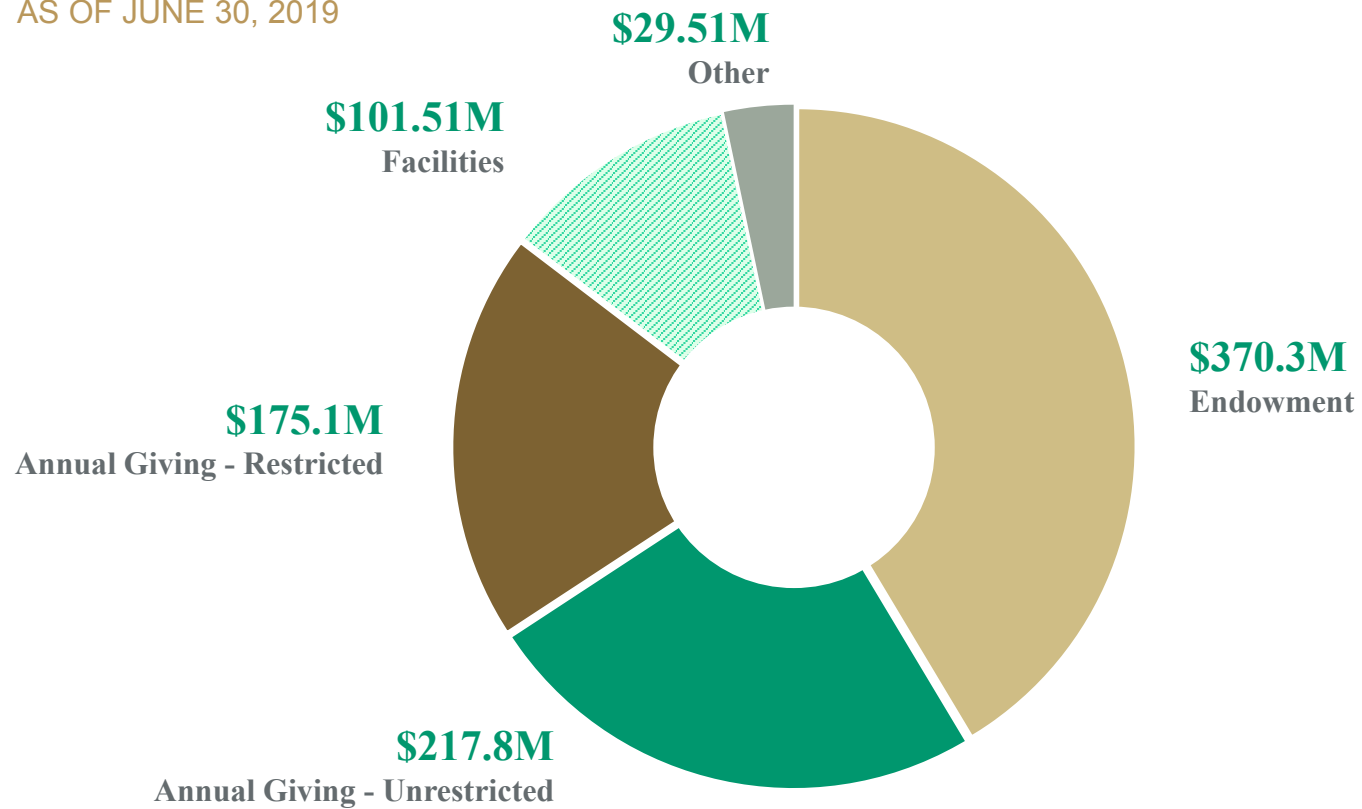
Gifts and Pledges by Type

AS OF JUNE 30, 2019



Gifts and Pledges by Purpose

AS OF JUNE 30, 2019

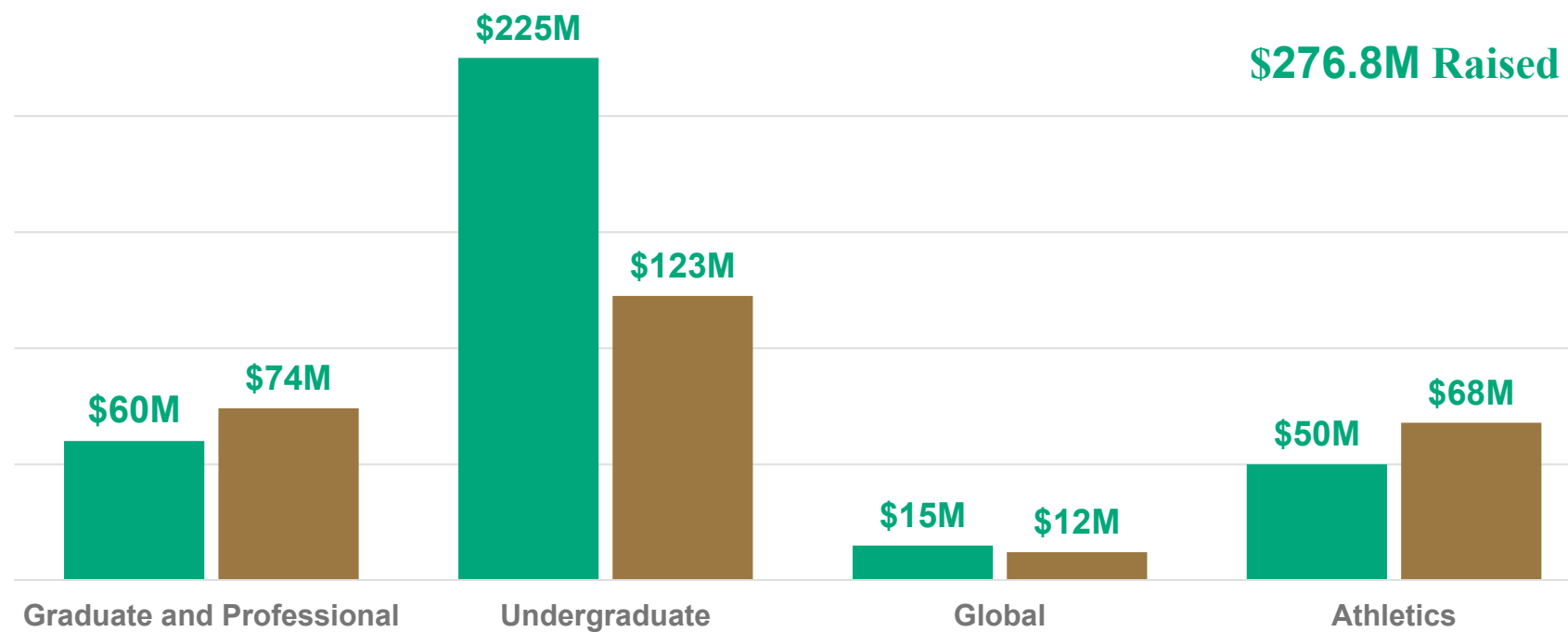


W&M

AFFORDING OPPORTUNITY

CAMPAIGN GIFTS FOR SCHOLARSHIPS

Goal
Amount Raised



*As of June 30, 2019

How Do We Raise the Last \$110M?

Range	Approx. Gifts Needed	Projected Total
\$5M+	5	\$45M
\$2.5M - \$4.9M	4	\$10M
\$1M - \$2.49M	10	\$12M
\$100K - \$999K	100	\$20M
Under \$100K	28,000	\$25M
TOTAL:	28,119	\$112M

Final Push to \$1 Billion

- Extreme focus internally across Advancement on gifts at every level
- Presidential focus and commitment to finish this campaign triumphantly
- High engagement of campaign volunteers and boards owning goals
- Continued message of the positive impact of philanthropy for W&M, the community and world
- Power of a deadline



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