

# William & Mary Campaigns





\$19M \$21M

Campaign for the College 1976-1979 Campaign for the 4th Century
1986-1993

\$150M







Campaign for William & Mary 2000-2007

William & Mary

\$518M





For the Bold **2012-2020** 

## For the Bold Impact

# \$1.04 billion raised

Public university for alumni participation



\$14.7 million

raised from gifts under \$100



\$303+ million

raised for scholarships



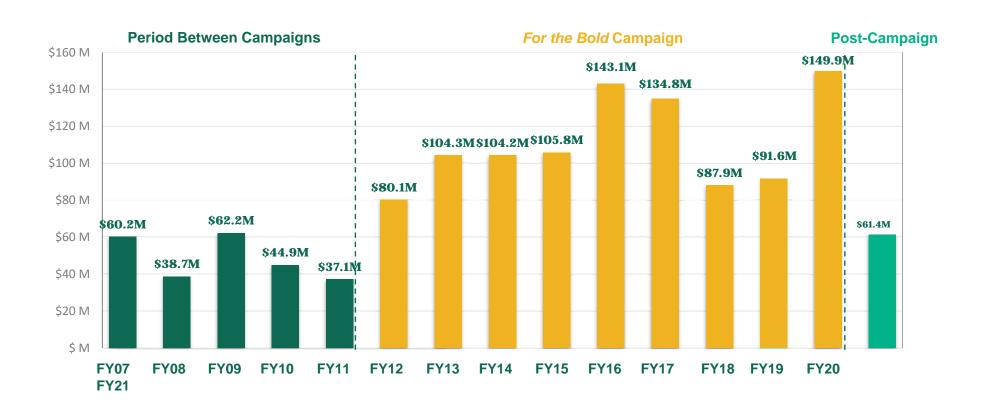
\$105 million

raised for faculty support

# **Campaign Pyramid – Path to \$1 Billion**

Range	Approx. Gifts Needed	Gifts Received by Household	Projected Total	Actual Total
\$5M+	37	31	\$550M	\$444.9M
\$2.5M - \$4.9M	30	33	\$75M	\$113.4M
\$1M - \$2.49M	70	99	\$70M	\$144.9M
\$100K - \$999K	680	721	\$170M	\$203.5M
Under \$100K	18,650	75,257	\$135M	\$133.0M
TOTAL:	19,467	76,141	\$1B	\$1.04B

### **New Gifts and Commitments**



# **Summary of Strategic Findings**

- *For the Bold* created a new culture of philanthropy.
- Leadership made the difference.
- Volunteer leadership excelled.
- Principal gifts made the \$1 billion goal possible.
- Women's philanthropy emerged strongly.
- Democratization of the campaign made a huge difference.
- Engagement matters.

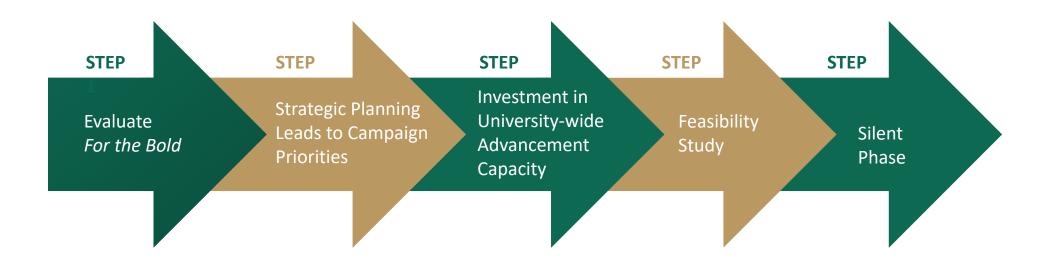
# **Four Strategic Challenges to Address**

- "Dream no small dreams!"
- Expand donor pipeline and motivation.
- Identify the sources of new Advancement resources.
- Expand the use of technology applications continuously.

#### **What the Assessment Points to Next**

- Bold goals inspire engagement and support.
- Leadership drives success.
- Principal gifts will provide more than half of any future goal.
- Engage the alumni universe.
- Invest in Advancement staffing and programming for continued strong return on investment.

## **Path Forward Toward Next Campaign**





Campaign timeline:

All In launch:

Campaign Goal:

Total Raised:

Remaining to Raise:

July 1, 2020 – June 30, 2023

March 24, 2021

\$55,000,000

**\$22,993,504** as of 9/17/21

\$32,006,496



# All In Campaign Priorities

- I. Strengthen Our Financial Foundation (\$17M) Annual Giving/Expendable Funds
  - Scholarships & Women in Action Fund
  - Athletics Impact Fund & Sports-Specific Funds
- II. Reimagine the Home for W&M Athletics (\$33M) W&M Athletics Complex/Capital Projects
  - W&M Athletics Complex: Kaplan Arena & Sports Performance Center
  - Sport-Specific Naming Opportunities, including locker rooms
- III. Provide for Our Future (\$5M) Endowments









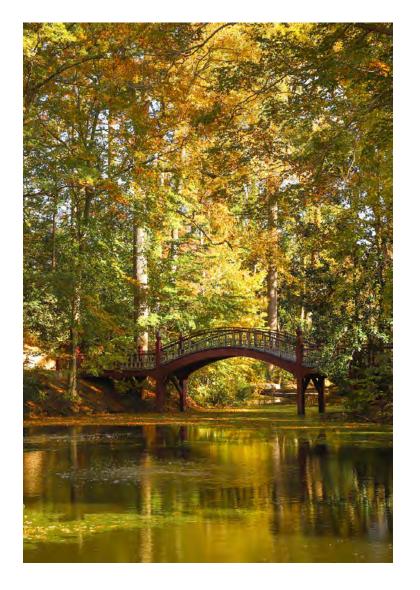
## **University Marketing - Priorities**

- Enrollment
- Advancement Fundraising & Engagement
- Institutional Reputation



## **Institutional Reputation**

- Brand Strategy
  - Positioning Study
  - Strategic Planning
- Content Strategy
  - Messaging & Creative Strategy



#### **Advancement**

- Campaign Assessment
- Positioning Study
- Strategic Planning
- Campaign Planning



### **Enrollment – Long Term**

- Positioning Study
- Strategic Planning
- Goal Setting
- Messaging & Creative Strategy



Senior Look Book













- Immersive & interactive campus experience
- Key features: 360 photography, action zones, positional media, hot spots (video/text) and supplemental photos and videos
- Main campus tour includes 20 stops with an audio guide & text translations in 3 different languages
- Expected launch: early November



• W&M Now – Posse Scholars



- Onboarding
- **Campus Tour**
- **Asset Sharing**

