



Division of Development and Alumni Affairs

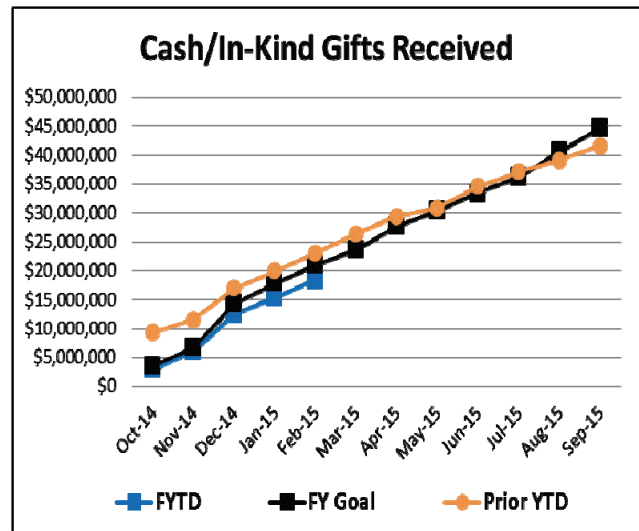
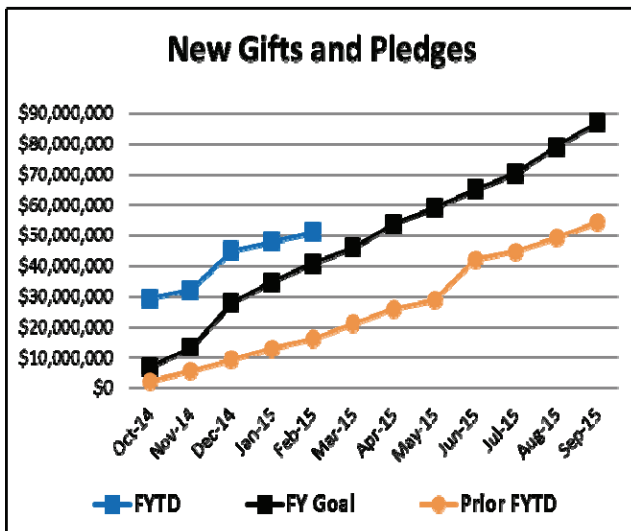
Submitted by:  
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of February 28, 2015 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges <sup>1</sup>	\$16,184,861	\$51,008,964	\$86,850,000	59%
Cash Gifts <sup>2</sup>	\$22,774,188	\$18,269,218	\$44,675,000	41%
In-Kind Gifts <sup>2</sup>	\$288,386	\$174,314	-	-



<sup>1</sup> New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are not included.

<sup>2</sup> Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

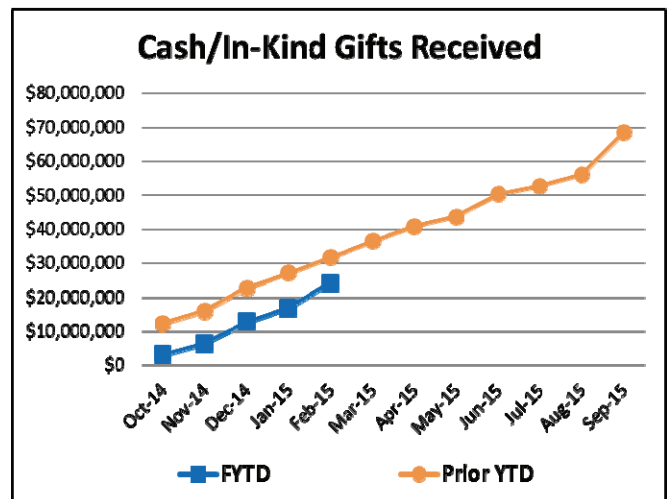
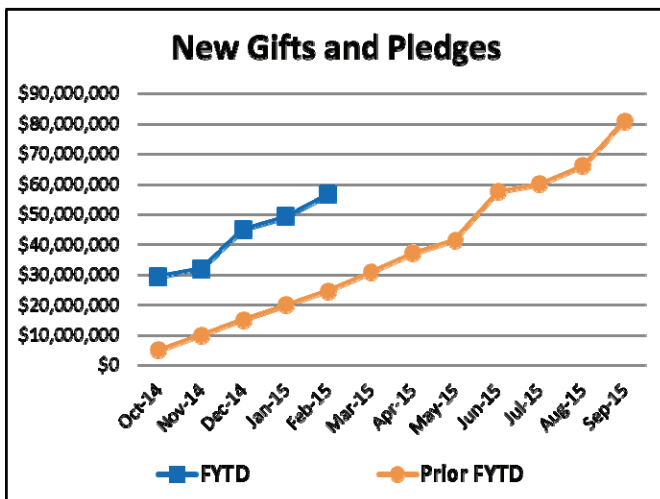
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

## FUNDRAISING PERFORMANCE

### Total University Philanthropy

Fiscal year totals as of February 28, 2015

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges <sup>1</sup>	\$16,184,861	\$8,487,240	\$24,672,101	\$51,008,964	\$5,601,456	\$56,610,421
Cash Gifts <sup>2</sup>	\$22,774,188	\$8,612,240	\$31,674,814	\$18,269,218	\$5,726,456	\$24,169,988
In-Kind Gifts <sup>2</sup>	\$288,386			\$174,314	-	



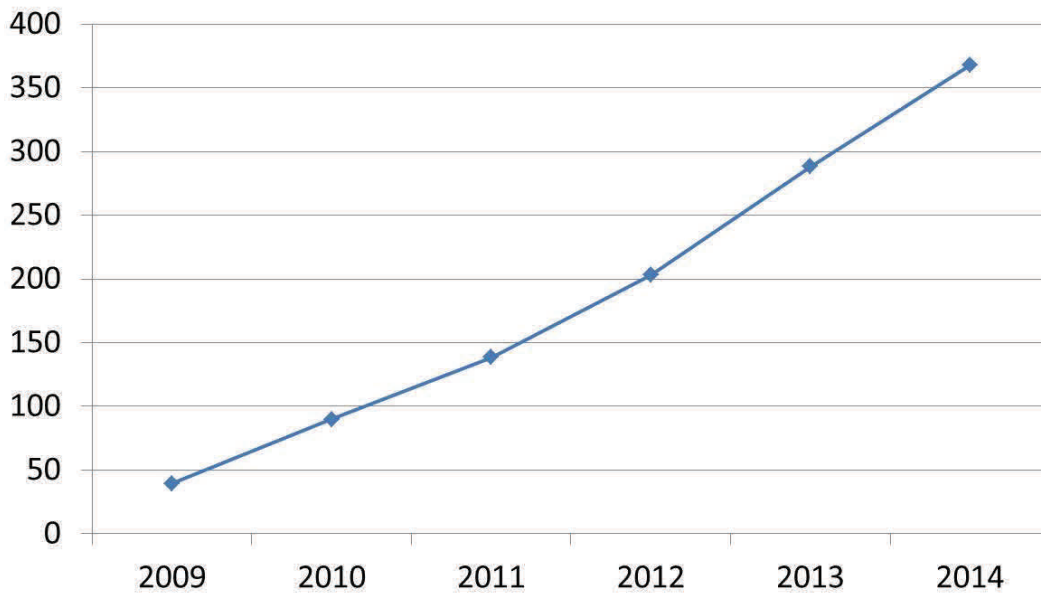
<sup>1</sup> New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are not included.

<sup>2</sup> Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

Campaign total as of February 28, 2015  
**\$424,138,715**

### Campaign Progress

\$ in millions  
 as of fiscal year end



### Major and planned gift activity

Fiscal year totals as of February 28, 2015

Total number of major gift solicitations \$25,000+:	106
Total number of major gifts closed \$25,000+:	72
Total cash and planned gifts outstanding solicitations:	\$62,798,422
Total value of pending matured gifts:	\$10,277,074

## Annual giving activity

Fiscal year totals as of February 28, 2015

Number of annual giving prospects solicited	135,088
Total annual giving dollars raised from solicited prospects	\$1,441,076
Variance (percent plus or minus last fiscal year)	0%
Average solicited gift amount given	\$168
Variance (percent plus or minus last fiscal year)	+18%

## ALUMNI AFFAIRS PERFORMANCE

The Wayne State University Alumni Association has been building loyalty and support among alumni for 75 years. In 2011, the Alumni Association eliminated its membership, dues-paying structure and is now open to all alumni. The Wayne State University School of Medicine Alumni Association operates as a separate 501c3 and continues to be a membership-based organization with a dues structure. The goal of the Alumni Association is to build pride and engage with all 245,000 Wayne State University alumni through various communication strategies and engagement activities.

### Communication

- The alumni electronic newsletter, *@Wayne State*, is sent to approximately 68,000 alumni monthly and the Office of Alumni Relations is working to increase circulation. The alumni association also emails the monthly electronic newsletter *Let's Go*. The newsletters are sent the first and third Thursdays of the month, respectively.
- The School of Medicine *Alumni Connection* monthly electronic newsletter is sent to approximately 5,500 alumni the first week of every month.

Submitted by:

Chacona W. Johnson

Vice President for Development and Alumni Affairs

- The latest edition of *Wayne State* magazine was published and mailed in March. The magazine is once again on a quarterly publication schedule and is available digitally at [alumni.wayne.edu](http://alumni.wayne.edu).

### Engagement activities

- Throughout the month of March, alumni had the opportunity to reach out to potential students to encourage them to attend Wayne State through the annual postcard writing campaign.
- On March 28, the School of Medicine hosted its annual Future Docs event at Gordon Scott Hall. The event featured 16 hands-on medical and science workshops for children of alumni, ages 6 through 12. There were 500 participants.
- Approximately 100 spring 2015 graduating seniors were welcomed to the university alumni family during the annual Spring Senior Send-off reception on March 31.
- A regional campaign launch event was held on April 14 at The Army Navy Club in Washington, D.C.
- On April 16, Wayne State alumna Carol Sewell was featured in the Creating Connections Career Series Webinar Are You on Track to Retire?
- The alumni association conducted its quarterly focus group meeting on April 17. Current students, recent graduates, alumni and staff discussed event best practices, how to improve on previous events, and new event ideas based on student and recent alumni interest.
- On April 19, the School of Medicine held an In Residence event hosted by Jan Bertsch, chair of the school's Board of Visitors, in Scottsdale, Arizona.
- A regional campaign launch event was held on April 20 at the Arizona Biltmore in Phoenix, Arizona.
- The Office of Alumni Relations wished approximately 1,000 students good luck on their final exams during the semi-annual Student Finals Relaxer at the Student Center on April 22. Students were given free exam kits with blue books, scantrons, pencils and energizing items, helping to relief the stress of studying for final exams.
- The alumni association hosted the lecture From Salutes to Suits, featuring Wayne State alumnus John Walus, on April 23. Mr. Walus spoke about the transition from military to corporate life.

- “Tips for Skillful Time Management” was the Webinar topic for the Creating Connections Career Series on April 28. The event featured Wayne State University Academic Success Project Manager Zsa-Zsa Booker.

### **Upcoming engagement activities**

- May 7: Wayne State University Commencement. Alumni are invited to congratulate students and give them an alumni sticker.
- May 9: Spring service project with the Office of Government and Community Affairs and Midtown Inc.
- May 9: School of Medicine Alumni Reunion Day, to be held at Gordon Scott Hall and MGM Grand Detroit.
- May 18: School of Medicine Commencement
- June 17: 10-year reunion event for graduates 2004—2014, Emagine Theatre
- June 22: Detroit Fireworks Viewing Party
- June 24: First 20-year reunion event for graduates 1993—2003, Downtown Detroit Riverwalk
- July 3: School of Medicine White Coat Ceremony
- July 20: School of Business Administration 9 th annual Swing for the Students at the Detroit Golf Club
- July 31: School of Medicine PostBac/Black Medical Alumni Association event at the Charles H. Wright Museum of African American History
- October 9: Golden Jubilee
- October 10: Alumni Awards Ceremony and Homecoming