



Division of Development and Alumni Affairs

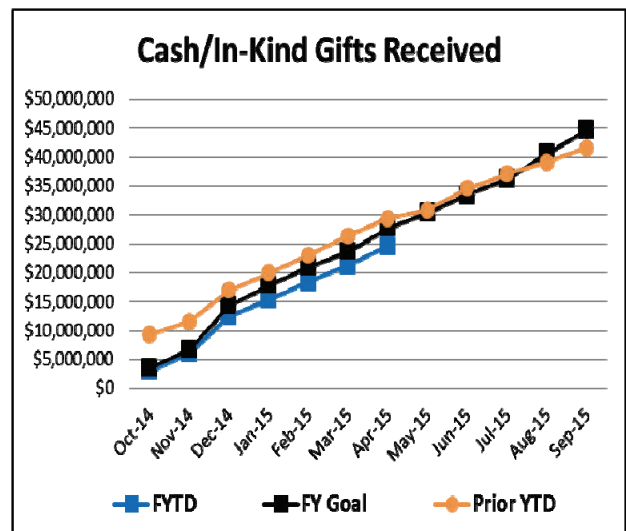
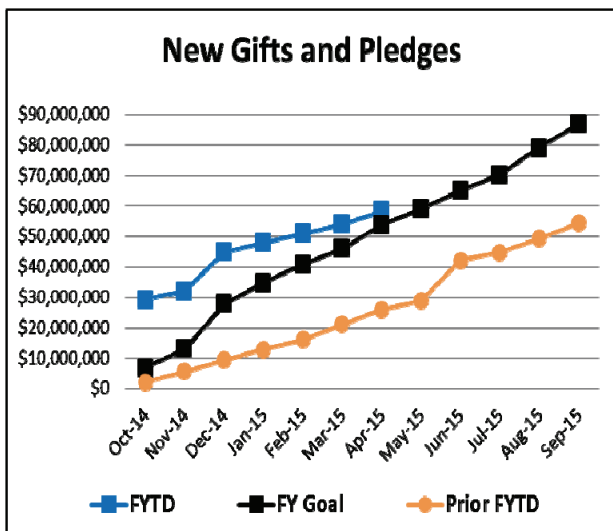
Submitted by:
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of April 30, 2015 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges ¹	\$25,956,277	\$58,357,024	\$86,850,000	67%
Cash Gifts ²	\$28,876,492	\$24,338,573	\$44,675,000	55%
In-Kind Gifts ²	\$505,405	\$279,007	-	-



¹ 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.

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

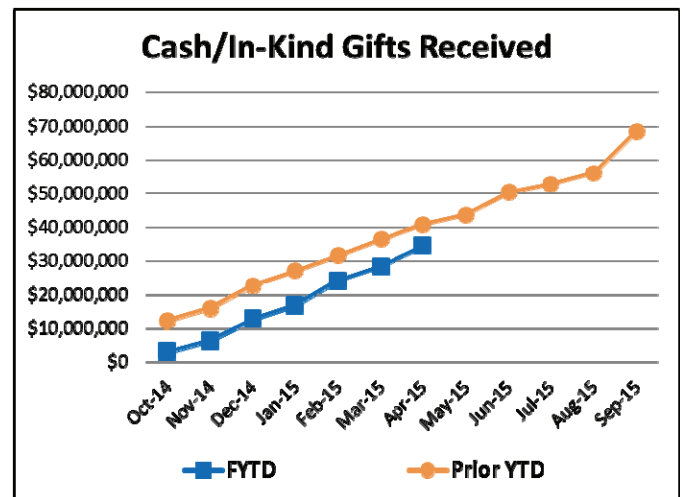
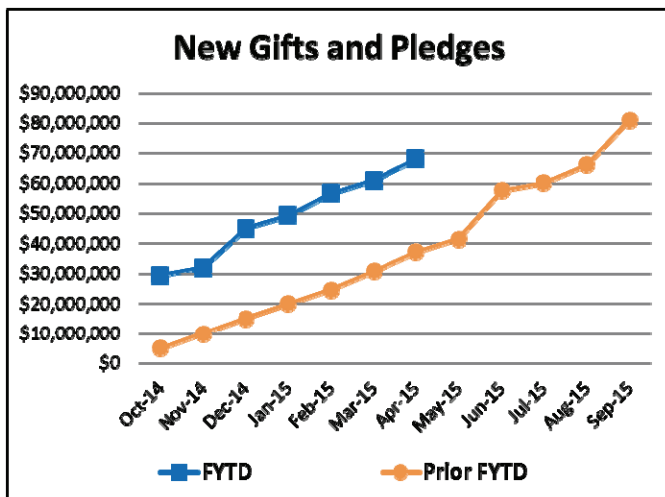
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of April 30, 2015

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$25,956,277	\$11,221,858	\$37,178,135	\$58,357,024	\$9,541,958	\$67,898,983
Cash Gifts ²	\$28,876,492	\$11,471,858	\$40,853,755	\$24,338,573	\$9,791,958	\$34,409,538
In-Kind Gifts ²	\$505,405			\$297,007	-	



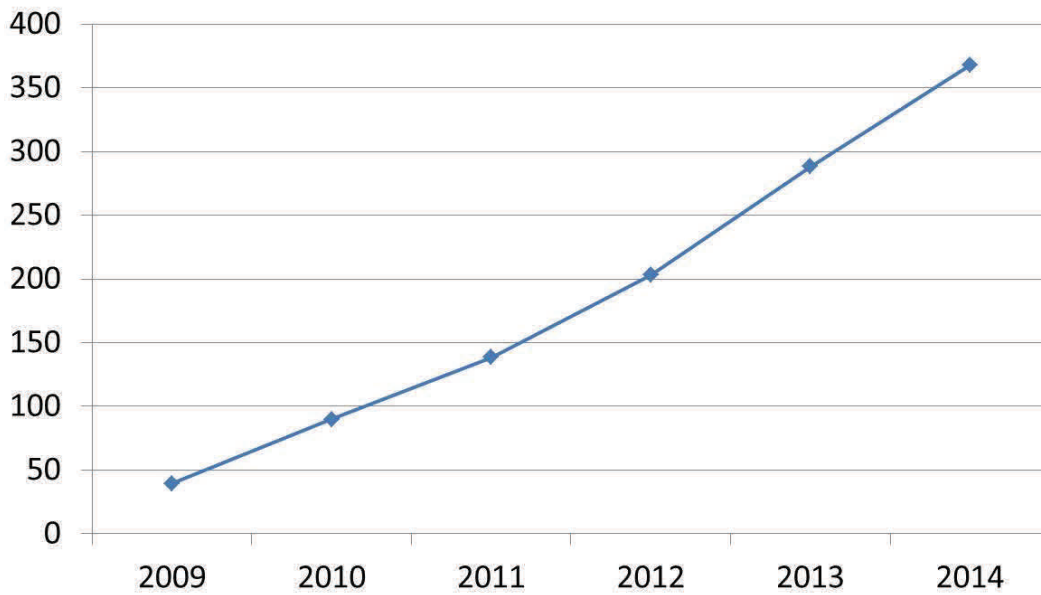
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² Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

Campaign total as of April 30, 2015
\$435,367,317

Campaign Progress

\$ in millions
 as of fiscal year end



Major and planned gift activity

Fiscal year totals as of April 30, 2015

Total number of major gift solicitations \$25,000+:	163
Total number of major gifts closed \$25,000+:	94
Total cash and planned gifts outstanding solicitations:	\$62,698,600
Total value of pending matured gifts:	\$8,255,074

Annual giving activity

Fiscal year totals as of April 30, 2015

Number of annual giving prospects solicited	150,957
Total annual giving dollars raised from solicited prospects	\$1,764,408
Variance (percent plus or minus last fiscal year)	+2%
Average solicited gift amount given	\$157
Variance (percent plus or minus last fiscal year)	+17%

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.

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Vice President for Development and Alumni Affairs

- The Spring 2015 edition of *Wayne State* magazine was published and mailed in May. The issue features Wayne alumnus and Ebola survivor Dr. Craig Spencer. The magazine is on a quarterly publication schedule and is available digitally at alumni.wayne.edu.

Engagement activities

- The Office of Alumni Relations staff congratulated graduates and gave them an alumni decal during commencement ceremonies at Ford Field on May 7.
- The School of Medicine held the 2015 Medical Alumni Reunion Day on May 9. The day's activities at Gordon H. Scott Hall featured a continental breakfast, the Dr. Morris S. Brent Lectureship, luncheon and tour of the medical school. The evening program was held at MGM Grand Detroit, with half-decade reunion programs from 1945 to 2010, dinner and the presentation of awards. Award recipients were: Dr. Chih Chuang, Recent Alumni Award; Dr. Noreen Rossi, Lawrence M. Weiner Award; Drs. Daniel Banks and John Carethers, Distinguished Alumni Award.
- The School of Medicine commencement ceremony was held at the Fox Theater on May 18.
- The Creating Connections career series continued with a webinar on May 19, called *Are You on Track to Retire?* with Law School alumna Carol Sewell; an on-campus event on June 2, titled *LinkedIn Deep Dive 2.0*, during which alumni presenters helped participants enhance their online networking capabilities; and a webinar on June 11, called *How to Create Opportunity in a Tough Job Market*, presented by Nannette McCleary of WSU Career Services.
- On May 21, Senator Carl Levin shared lessons from his long career in public service at the Arthur L. Johnson Urban Perspectives Lecture Series.
- Approximately 200 graduates from the classes of 2004 — 2014 gathered for an evening of networking at the Royal Oak Emagine Theatre on June 17. The Office of Alumni Relations engagement team hosted the annual one-to-ten-year reunion.
- Lansing area alumni enjoyed a picnic-style dinner and watched the Lansing Lugnuts take on the Great Lakes Loons of Midland on June 20.
- Alumni gathered on top of Parking Structure 7 on June 22 for the Detroit Fireworks viewing party.

Upcoming engagement activities

- June 30: Regional campaign launch event at the Bay Harbor Yacht Club at Bay Harbor, Michigan
- July 20: School of Business Administration 9th 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
- July 31: School of Medicine White Coat Ceremony
- September 3: Alumni Association Toledo Mudhens baseball game in Toledo, Ohio
- September 22: Regional campaign launch event at the JW Marriott in Grand Rapids, Michigan
- October 9: Golden Jubilee
- October 10: Alumni Awards Ceremony and Homecoming