



Division of Development and Alumni Affairs

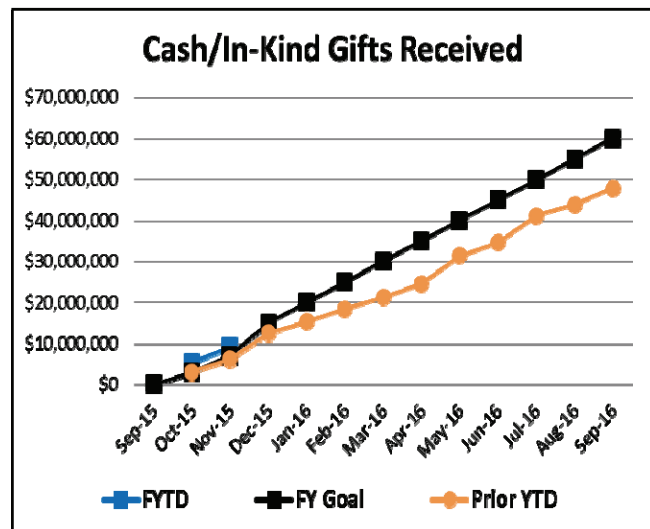
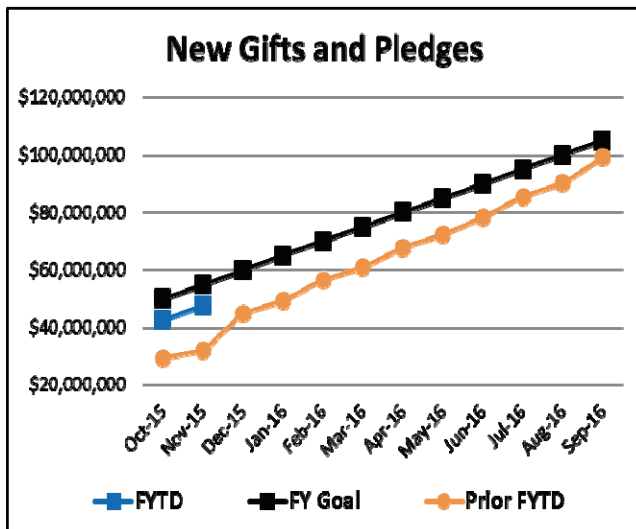
Submitted by:
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of November 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	\$31,979,288	\$47,659,419	\$110,000,000	43%
Cash Gifts ²	\$6,111,598	\$9,154,567	n/a	n/a
In-Kind Gifts ²	\$127,500	\$29,750	n/a	n/a



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.

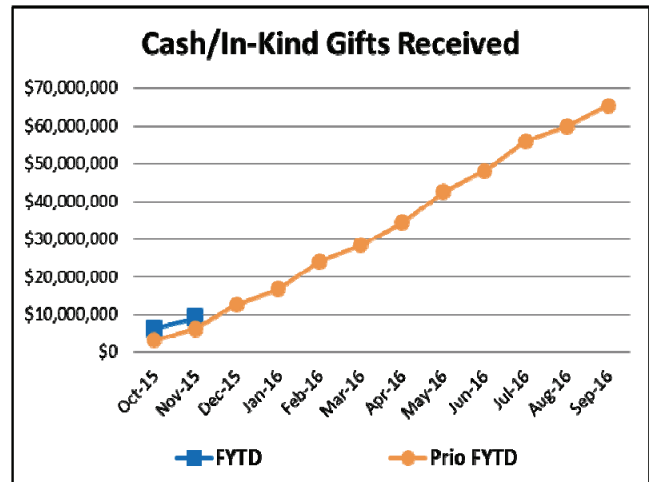
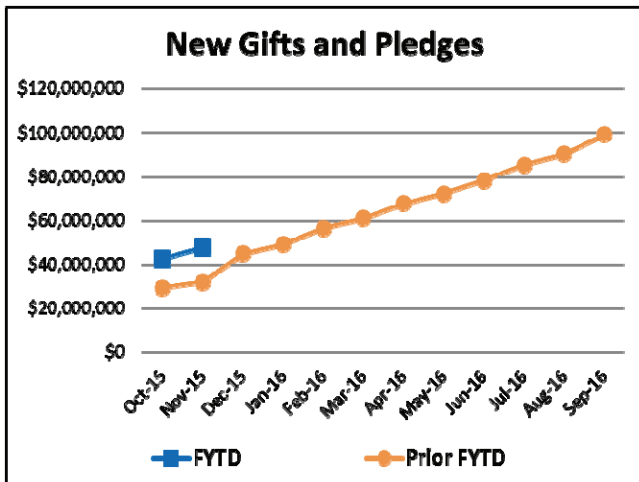
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of November 30, 2015

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$31,979,288	\$2,500	\$31,981,788	\$47,659,419	\$0	\$47,659,419
Cash Gifts ²	\$6,111,598	\$127,500	\$6,332,685	\$9,154,567	\$0	\$9,184,318
In-Kind Gifts ²	\$93,587			\$29,750	-	

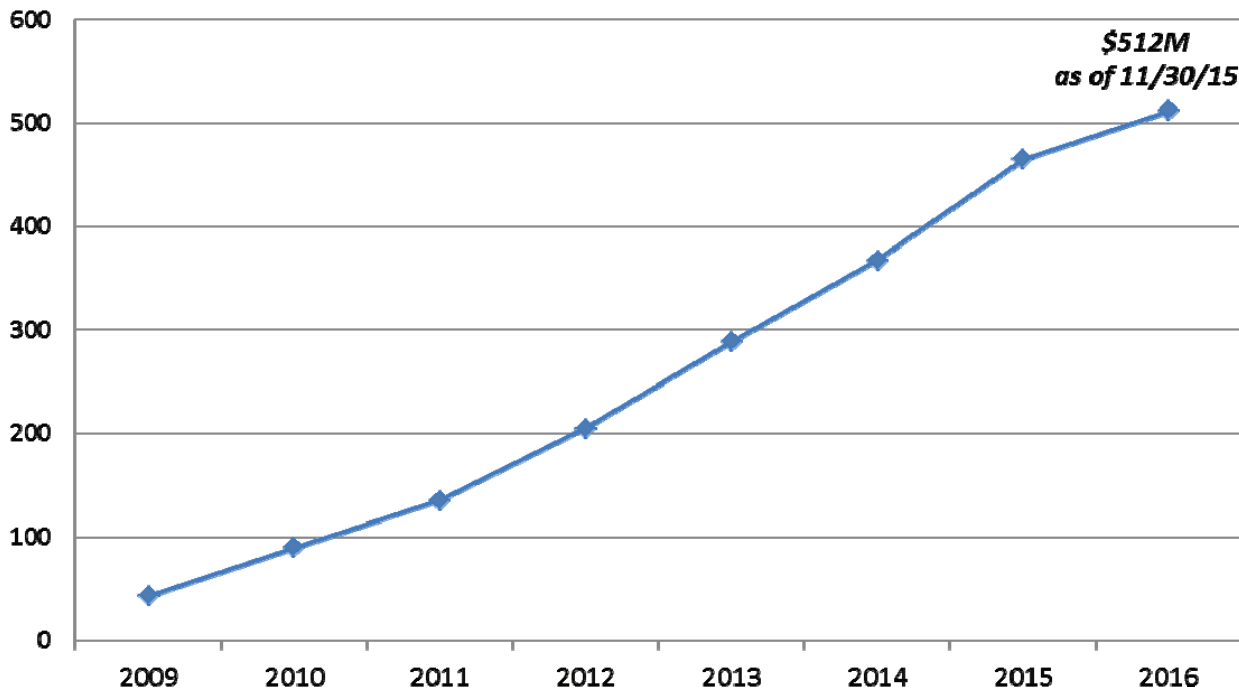


¹ New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

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

Campaign total as of November 30, 2015
\$512,438,811

Campaign in Progress
\$ in millions
as of November 2015



Major and planned gift activity

Fiscal year totals as of November 30, 2015

Total number of major gift solicitations \$25,000+:	66
Total number of major gifts closed \$25,000+:	17
Total cash and planned gifts outstanding solicitations:	\$94,428,600
Total value of pending matured gifts:	\$4,635,000

Annual giving activity

Fiscal year totals as of November 30, 2015

Number of annual giving prospects solicited	123,854
Total annual giving dollars raised from solicited prospects	\$527,186
Variance (percent plus or minus last fiscal year)	+23%
Average solicited gift amount given	\$150
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 more than 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 140,000 alumni the first Thursday of each month.
- The School of Medicine *Alumni Connection* electronic newsletter is sent monthly to approximately 5,500 alumni.
- *Wayne State* magazine is published quarterly, with the first issue of 2016 to be printed in February.

- The Law School's electronic newsletter, *Raising the Bar*, is sent to approximately 7,200 alumni monthly.

Engagement activities

- A regional alumni engagement event was held in Houston, Texas at the Houstonian on December 7.
- The School of Medicine Office of Alumni Affairs, in collaboration with the Office of Student Affairs, hosts a series of medical specialty luncheons for students. Physicians speak informally about their education, residency and career, as well as professional and personal experiences in their specialty. Students, many in their first year of medical school, ask questions about specialties and gain insight into the lives of practicing physicians. The most recent luncheon, focusing on General Surgery, was held on December 8.
- The alumni association welcomed graduates into the alumni family at commencement on December 12, greeting each graduate and presenting them with a small gift.
- Alumni association volunteers assisted with Late Night Breakfast on December 16.
- The Career Connections Webinar Series continued with conversations on Networking Basics on January 13 and The Resume vs. The CV on January 20.
- A regional alumni engagement event was held at La Playa Beach and Golf Resort in Naples, Florida on January 19.

Upcoming engagement activities

- February 1: Dinner Connections, a career mentoring program
- February 21: Regional engagement event for Los Angeles area alumni at the Hyatt Regency in Long Beach, California
- February 22: Small hosted dinner in the San Diego area
- March 6: Tiger pre-season game and picnic at Joker Marchant Stadium in Lakeland, Florida
- March 19: School of Medicine Future Docs event

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Vice President for Development and Alumni Affairs

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- March 22: Small hosted dinner in Scottsdale, Arizona
- April 2: School of Medicine Future Docs event
- April 5: Regional engagement event in San Francisco, California
- April 11–15: Alumni Week 2016
- April 18: Regional engagement event in Washington, D.C.
- May 1: Arthur L. Johnson Urban Perspectives Lecture Series
- May 5: Commencement
- May 12: Regional engagement event in New York, New York
- May 14: School of Medicine Reunion event