



Division of Development and Alumni Affairs

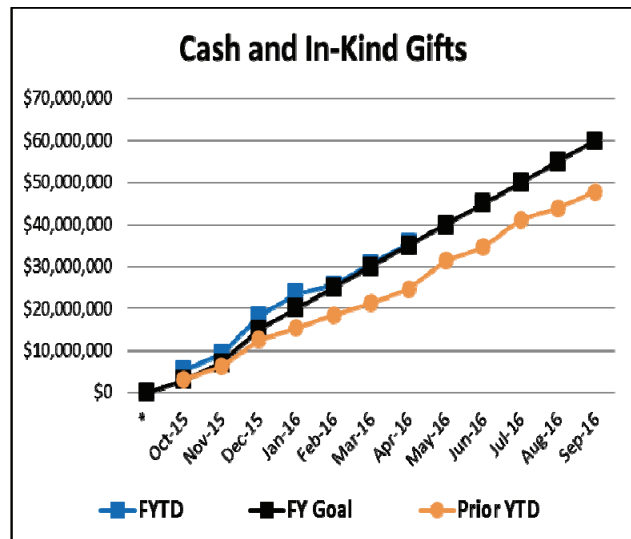
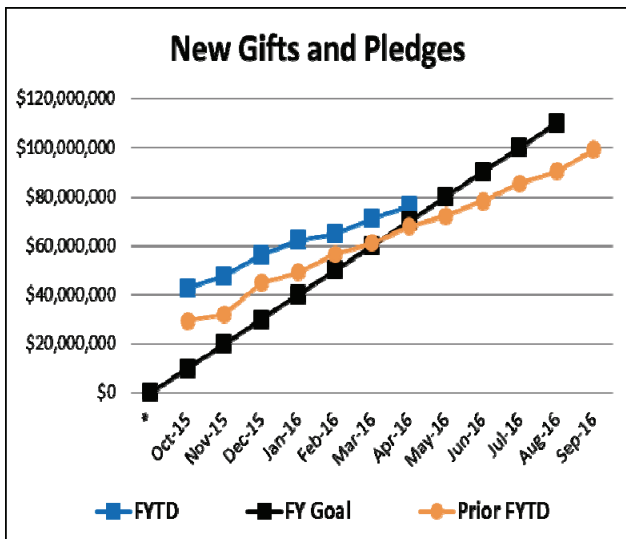
Submitted by:
Susan Burns

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of April 30 2016 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges ¹	\$58,357,024	\$76,356,673	\$110,000,000	69%
Cash Gifts ²	\$24,233,591	\$35,559,987	\$66,000,000	54%
In-Kind Gifts ²	\$279,192			



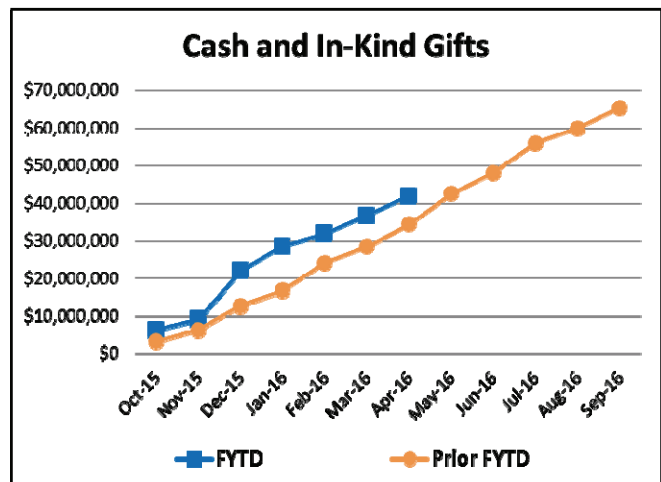
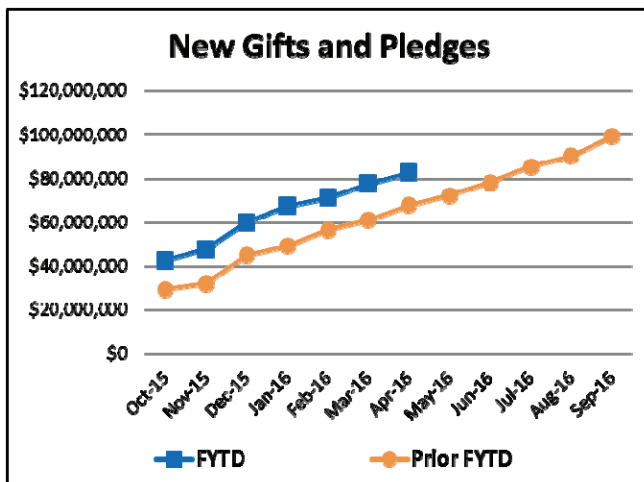
¹ New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

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

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$58,357,024	\$9,541,958	\$67,898,983	\$76,356,673	\$6,286,335	\$82,643,008
Cash Gifts ²	\$24,233,591	\$9,791,958	\$34,304,742	\$35,559,987	\$6,286,335	\$41,907,261
In-Kind Gifts ²	\$279,192			\$60,938	-	

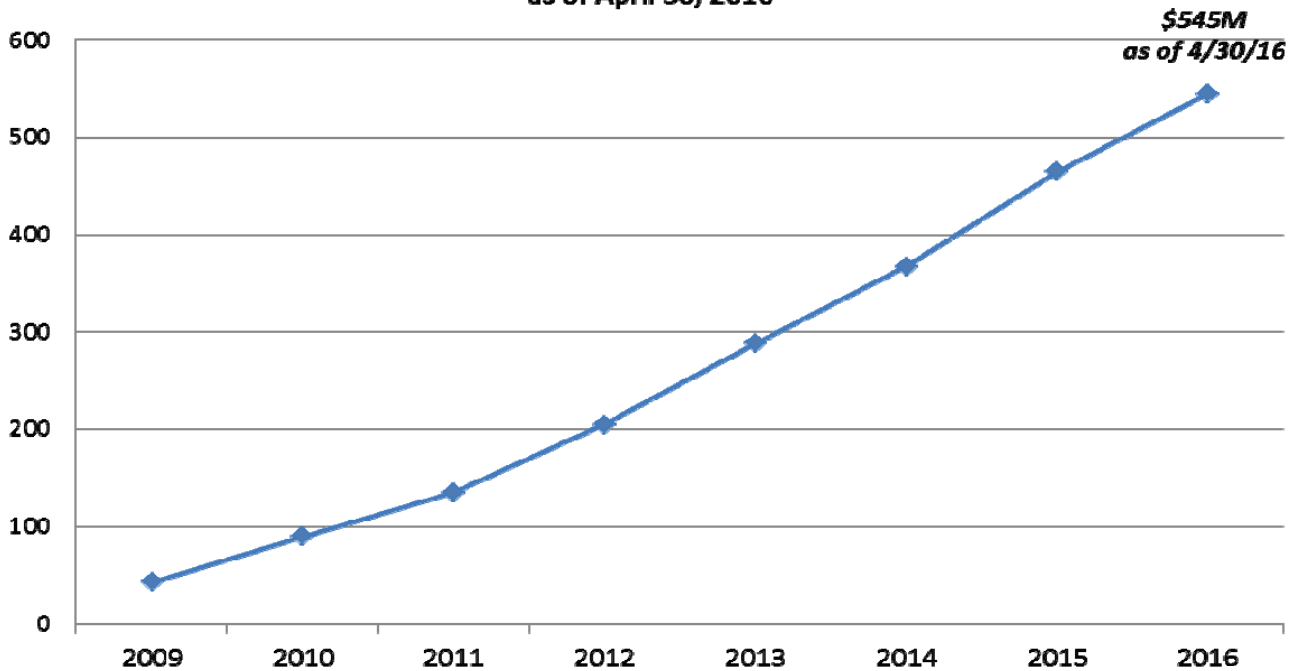


¹ New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

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

Campaign total as of April 30, 2016
\$545,258,712

Campaign in Progress
 \$ in millions
 as of April 30, 2016



Major and planned gift activity

Fiscal year totals as of April 30, 2016

Total number of major gift solicitations \$25,000+:	226
Total number of major gifts closed \$25,000+:	90
Total cash and planned gifts outstanding solicitations:	\$49,942,280
Total value of pending matured gifts:	\$3,325,000

Annual giving activity

Fiscal year totals as of April 30, 2016

Number of annual giving prospects solicited	169,044
Total annual giving dollars raised from solicited prospects	\$1,867,428
Variance (percent plus or minus last fiscal year)	+5%
Average solicited gift amount given	\$169
Variance (percent plus or minus last fiscal year)	+8%

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.

Local Programming Highlights

- The Office of Alumni Relations (OAR) recruited alumni representatives Jocelyn K. Allen '08 M.A. and Dr. Rose Moten, LP '98 M.A. to speak at the May commencement ceremonies held at Ford Field. In addition, OAR partnered with the Office of Annual Giving to design, produce and deliver diploma inserts welcoming graduates into the WSU Alumni Association and introducing the importance of annual giving.
- Creating Connections Career Series: Coffee, Careers & Conversation events are co-presentations of the Alumni Association and the Office of Graduate Career Services. These are information sessions during which attendees learn about career opportunities described by a variety of

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Vice President for Development and Alumni Affairs

employers and are welcome to network one-on-one following brief presentations by industry professionals. The May 18 event was on preparing an effective LinkedIn profile, discussed by Career Consultant Carmen Gamlin. The May 25 event featured Dr. Denise Wunderlich of the WSU Counseling and Psychological Services, who shared new thinking on ways to handle stress.

- The Office of Alumni Relations continues to actively recruit alumni mentors for the Transition to Independence Program (TIP) in partnership with the School of Social Work.

Regional Programming Highlights

- A regional alumni engagement event featuring President and Mrs. Wilson was held in New York on May 11. More than 90 alumni reconnected with Wayne State through these events and were encouraged to support the Pivotal Moments campaign.
- The Office of Alumni Relations partnered with the College of Fine, Performing and Communication Arts to hold an alumni event at the Kennedy Center in Washington, D.C., on June 11 prior to the Dance Department's performance at the Kennedy Center that evening.

School- and College-Specific Programming Highlights

College of Fine, Performing and Communication Arts

- The college partnered with the Office of Alumni Relations to hold an alumni event at the Kennedy Center on June 11.

Law School

- The school's commencement ceremony was held on May 16 at the Detroit Opera House. Donald B. Verrilli, Jr., solicitor general of the United States, delivered the keynote address.
- The Wayne Law Golf Outing was held on June 6 at the Detroit Country Club. Proceeds from this event will fund the establishment of an endowed scholarship.

School of Medicine

- The School of Medicine held the 2016 Medical Alumni Reunion on May 14. The day-long event featured a continental breakfast, the Dr. Morris S. Brent Lecture, a business luncheon and tour of the medical school held at Gordon Scott Hall. The evening program was held at MGM Grand

Detroit and featured five-year class reunions beginning with the class of 1946, followed by dinner and an awards program. Award recipients were Dr. Courtney Moore '14 (Recent Alumni Award), Dr. David Amponsah (Lawrence M. Weiner Award), and Drs. Gerald Shulman '79 and Robert Wahl '84 (Distinguished Alumni Award).

Alumni Communications Highlights

- The spring edition of *Wayne State* magazine arrived in mailboxes May 15. The cover story features a profile of Wayne State University Police Chief Tony Holt. Holt celebrated his 40th anniversary on the force this spring. He and his department have significantly reduced crime on campus, making Wayne State one of the country's safest university campuses. The magazine is available online at alumni.wayne.edu.
- The alumni electronic newsletter *@Wayne* was sent monthly to approximately 140,000 alumni.
- *Wayne Law's Raising the Bar* electronic newsletter was sent monthly to approximately 7,200 Law School alumni.
- The School of Medicine *Alumni Connection* electronic newsletter was sent monthly to approximately 5,500 SOM alumni.
- The College of Engineering *Exemplar Online* newsletter was sent bi-monthly to more than 14,000 Engineering alumni.
- The *Warrior Within* publication was mailed to approximately 4,000 athletic alumni and donors.

Upcoming Alumni Engagement Activities

- June 27: The annual Detroit Fireworks viewing party will be held on the roof deck of WSU Parking Structure 7.
- July 18: The 10th annual Swing for the Students golf event will be held at the Detroit Golf Club, hosted by the Mike Ilitch School of Business Alumni Association. To date the event has netted more than \$485,000. Last year, proceeds benefited more than 150 business students through scholarships, the Study Abroad program and attendance at a national conference.