



Division of Development and Alumni Affairs

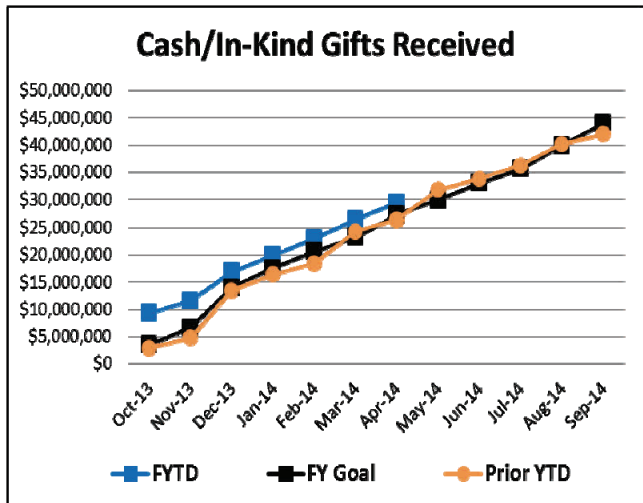
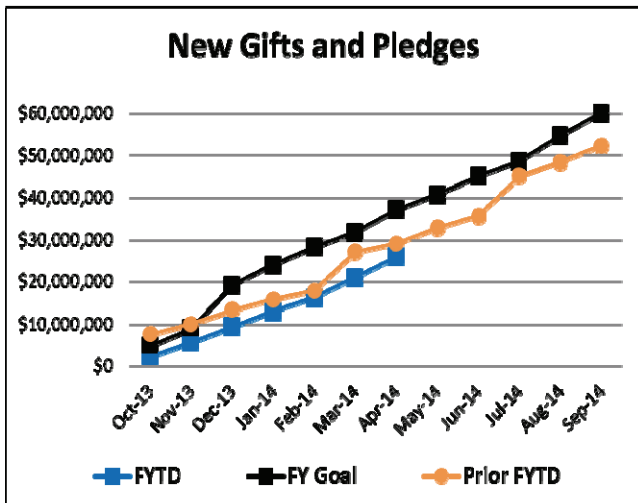
Submitted by:
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of April 30, 2014 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges ¹	\$29,099,415	\$25,956,277	\$60,000,000	43%
Cash Gifts ²	\$26,196,818	\$28,867,745	\$44,000,000	67%
In-Kind Gifts ²	\$105,935	\$500,664	-	-



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.

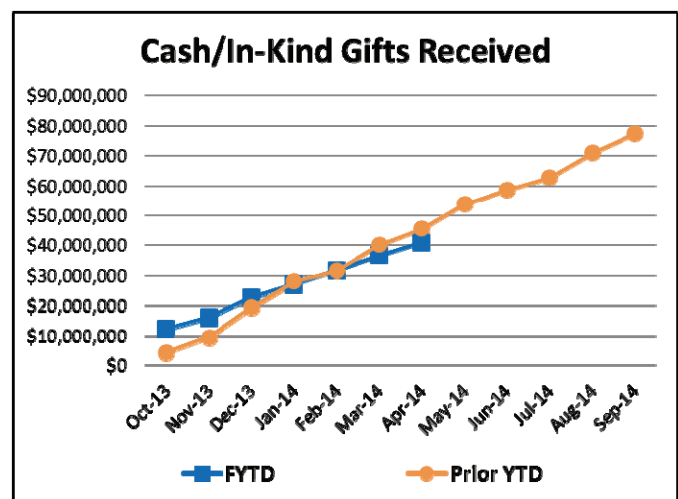
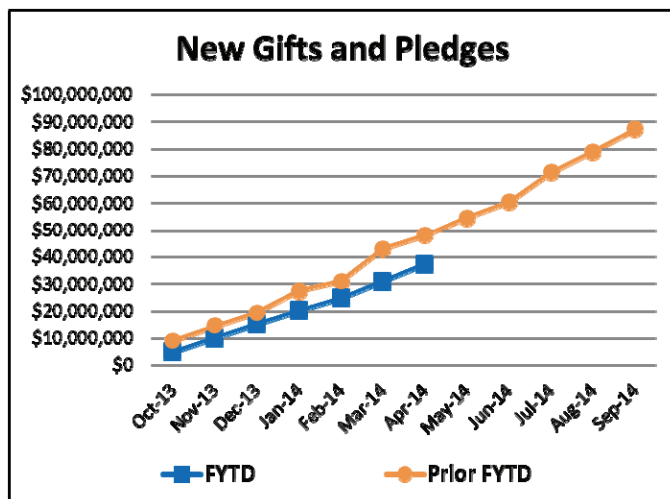
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of April 30, 2014

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$29,099,415	\$18,872,228	\$47,971,643	\$25,956,277	\$11,221,858	\$37,178,135
Cash Gifts ²	\$26,196,818	\$18,997,228	\$45,299,981	\$28,867,745	\$11,471,858	\$40,840,267
In-Kind Gifts ²	\$105,935	-		\$500,664	-	



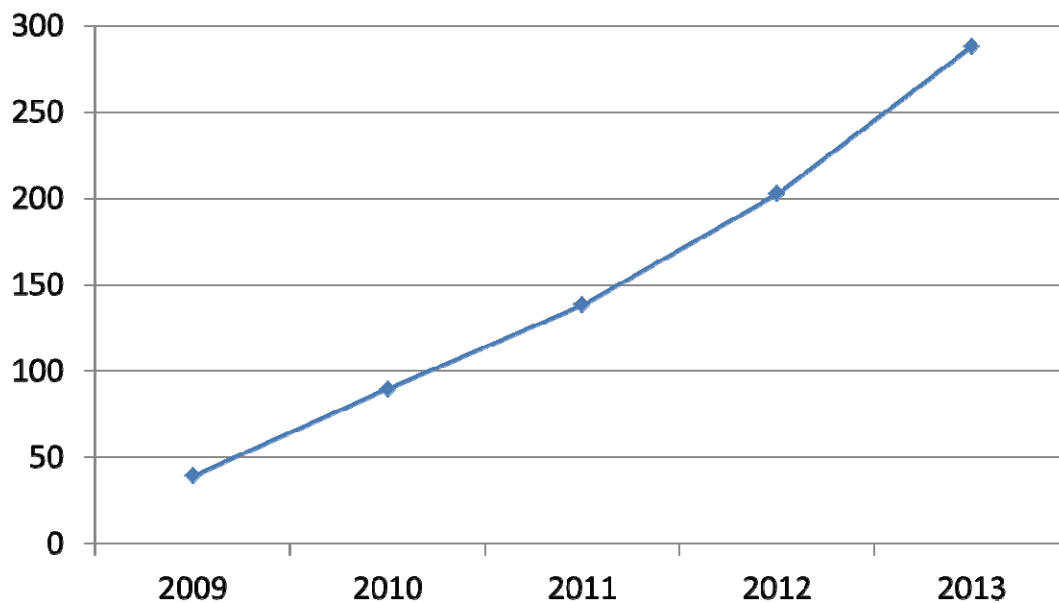
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Campaign total as of April 30, 2014
\$324,375,555

Campaign Progress

\$ in millions
 as of fiscal year end



Major and planned gift activity

Fiscal year totals as of April 30, 2014

Total number of major gift solicitations \$25,000+:	138
Total number of major gifts closed \$25,000+:	73
Total cash and planned gifts outstanding solicitations:	\$65,583,669
Total value of pending matured gifts:	\$12,103,532

Annual giving activity

Fiscal year totals as of April 30, 2014

Number of annual giving prospects solicited	165,782
Total annual giving dollars raised from solicited prospects	\$1,723,943
Variance (percent plus or minus last fiscal year)	32%
Average solicited gift amount given	\$134
Variance (percent plus or minus last fiscal year)	16%

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 more than 5,000 alumni.
- The summer edition of *Wayne State* magazine was mailed to 15,665 recipients. The magazine is available digitally at alumni.wayne.edu.

Engagement activities

- The Eugene Applebaum College of Pharmacy and Health Sciences held an Occupational Therapy reunion and award program on May 5.
- The Eugene Applebaum College of Pharmacy and Health Sciences held a Mortuary Science alumni reception and mentoring program on May 6.
- The College of Engineering Alumni Association held a 90s and Beyond alumni mixer at the Blackfinn in Royal Oak on May 8.
- The School of Medicine held its annual Medical Alumni Reunion Day on May 10.
- The alumni association conducted a webinar titled “Explore ‘NEIdeas: The \$10K and \$100K Challenge offered by the new Economy Initiative” on May 13.
- The alumni association hosted a seminar titled “Financial Planning: Strategies for Caregivers and their Aging Parents” on May 13 at Alumni House.
- “The Importance of Business Mentorship,” an information session in collaboration with The Front Door, was held on May 14. This is the first of two events to match business mentors with mentees. The second event was held June 24.
- The School of Medicine conducted a Commencement Legacy event on May 19.
- A webinar titled “The Business Case for Servant Leadership,” presented by alumnus Doug Hoxeng, Ph.D., was offered on May 21.
- The alumni association teamed with Women of Wayne to offer a Creating Connections Career Series and the Women of Wayne Headliner Awards program on May 27. Headliner honorees were alumnae Kim Brink, vice president of marketing, NASCAR; Cheryl Coleman, president and chief executive officer, Northeast Guidance Center; and Joyce Hayes Giles, retired senior vice president, DTE Energy. Debra Smith Dawson was honored with an award for service.
- The School of Medicine hosted a Minnesota alumni dinner on June 4.
- A Young Alumni Professionals Mixer networking event for graduates from the years 2003 through 2013 was held at the Royal Oak Emagine Theatre on June 18.

- The alumni association, in conjunction with the Wayne State University Press, held a regional event in Petoskey on June 25.

Upcoming engagement activities

- July/August: Alumni Association Tigers game and picnic
- July 21: School of Business Administration alumni association 8th annual Swing for the Students golf event at the Detroit Golf Club
- August 1: School of Medicine alumni association White Coat Legacy luncheon
- August 14: School of Medicine alumni association Med Ed Prep event
- September: Student Welcome Back event
- September 3: Regional engagement reception, Windsor Art Gallery
- September 27: Alumni Award Program and Homecoming
- October 10: Golden Jubilee 50th Reunion
- October 21: Regional campaign launch, Chicago, Illinois
- October 30: Regional campaign launch, New York, New York
- November: Children's Theater program
- November 12: Regional campaign launch, Los Angeles, California
- November 13: Regional campaign launch, San Diego, California
- February 10: Regional campaign launch, Palm Beach, Florida
- February 11: Regional campaign launch, Naples, Florida, Bonita Bay Country Club

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Vice President for Development and Alumni Affairs

Page 7

- March 3: Regional campaign launch, San Francisco, California
- March 5: Regional campaign launch, Seattle, Washington
- March 14: Tigers spring training game and picnic, Lakeland, Florida
- April 14: Regional campaign launch, Washington, D.C.
- April 20: Regional campaign launch, Phoenix, Arizona