



Division of Development and Alumni Affairs

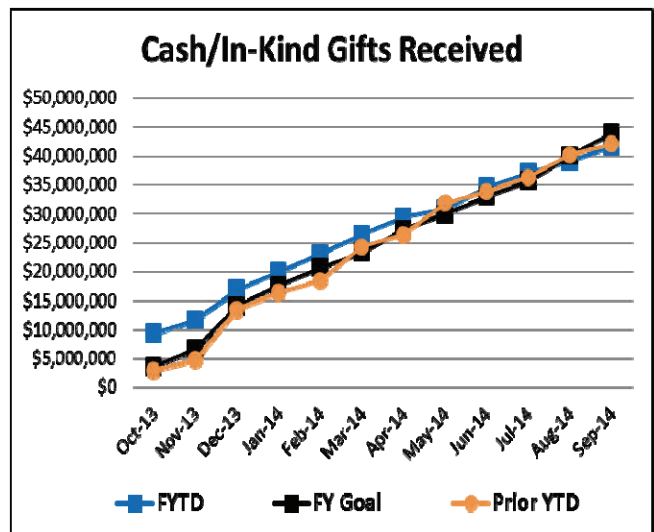
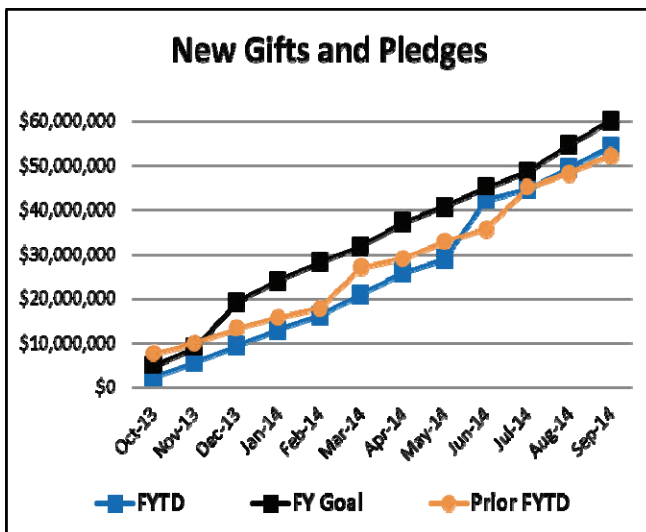
Submitted by:  
Chacona W. Johnson

**FUNDRAISING PERFORMANCE**

**Division of Development and Alumni Affairs Activity**

Fiscal year totals as of September 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 <sup>1</sup>	\$52,272,056	\$54,329,365	\$60,000,000	91%
Cash Gifts <sup>2</sup>	\$42,500,178	\$40,854,587	\$44,000,000	95%
In-Kind Gifts <sup>2</sup>	\$111,010	\$754,021	-	-



<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.

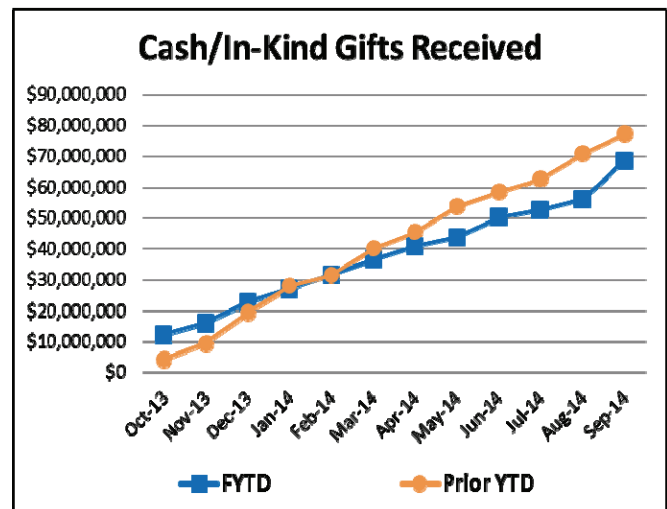
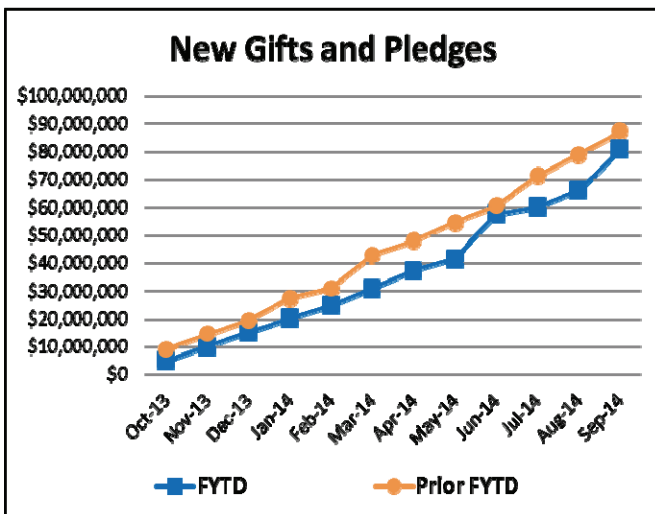
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

## FUNDRAISING PERFORMANCE

### Total University Philanthropy

Fiscal year totals as of September 30, 2014

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges <sup>1</sup>	\$52,272,056	\$35,038,249	\$87,310,306	\$54,329,365	\$26,608,555	\$80,937,920
Cash Gifts <sup>2</sup>	\$42,500,178	\$35,163,249	\$77,774,438	\$40,854,587	\$26,858,555	\$68,467,163
In-Kind Gifts <sup>2</sup>	\$111,010	-		\$754,021	-	

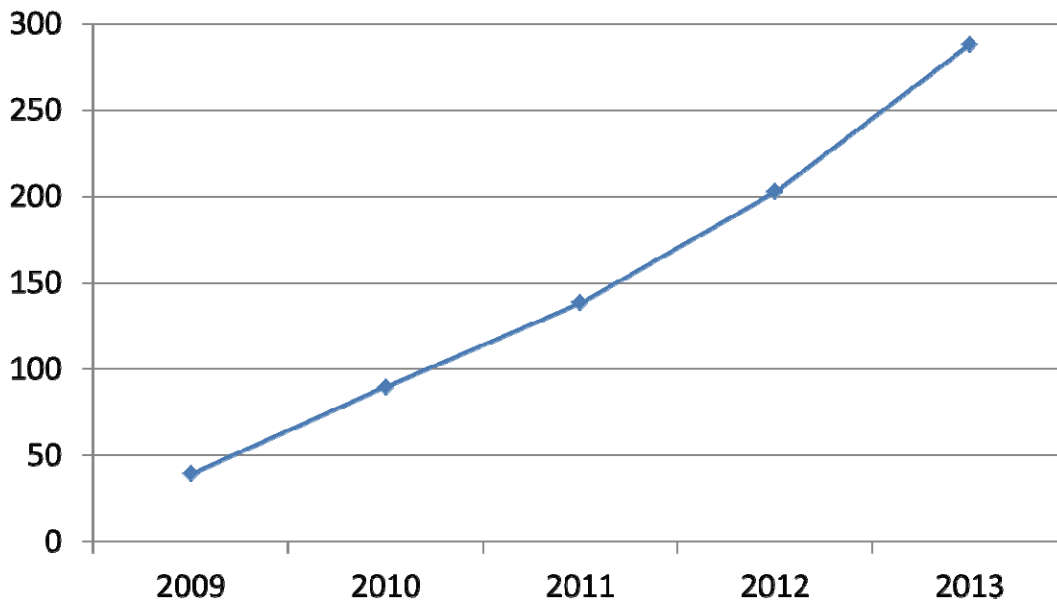


<sup>1</sup> New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are not included.

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

Campaign total as of September 30, 2014  
**\$367,530,596**

**Campaign Progress**  
 \$ in millions  
 as of fiscal year end



**Major and planned gift activity**

Fiscal year totals as of September 30, 2014

Total number of major gift solicitations \$25,000+:	251
Total number of major gifts closed \$25,000+:	114
Total cash and planned gifts outstanding solicitations:	\$87,082,922
Total value of pending matured gifts:	\$10,649,199

## Annual giving activity

Fiscal year totals as of September 30, 2014

Number of annual giving prospects solicited	191,345
Total annual giving dollars raised from solicited prospects	\$2,422,948
Variance (percent plus or minus last fiscal year)	31%
Average solicited gift amount given	\$127
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 more than 5,000 alumni the first week of every month.

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Vice President for Development and Alumni Affairs

- The latest edition of *Wayne State* magazine was published in mid-November. It focused on the launch of the comprehensive fundraising campaign on October 9. Beginning in 2015, the magazine will return to a quarterly publication schedule. The magazine is available digitally at [alumni.wayne.edu](http://alumni.wayne.edu).

### Engagement activities

- A Pivotal Moments campaign launch was held at The Drake in Chicago on October 21.
- The pharmacy alumni association held a speed networking event with students on October 27.
- On October 28, the alumni association presented a lecture *Is Your Retirement on Track?* at Alumni House. Special guest speakers Todd Carley, Robert Havern and James Hern discussed retirement income strategies.
- A pharmacy past presidents dinner was held on October 28 to develop initiatives that increase alumni participation throughout the Pharmacy program.
- The Occupational Therapy networking with students program on October 29 also celebrated the 70th anniversary of the Occupational Therapy program.
- A Pivotal Moments campaign launch was held at the St. Regis New York in New York City on October 30.
- The alumni association hosted the fall Arthur L Johnson Urban Perspectives Lecture Series on November 5 at the McGregor Memorial Conference Center. The featured speaker was Chris Ilitch, who discussed the Ilitch organization's upcoming mixed-use sports and entertainment district in Detroit.
- The School of Medicine Alumni Student Career Evening was held on November 6 at Scott Hall.
- Mortuary Science alumni participated in events on November 6, beginning with a morning meeting of the past presidents of the Michigan Funeral Directors Association and Michigan Select Funeral Directors Association, followed by a reception, the unveiling of the Wall of Tradition, and a community open house in the afternoon.

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- About 400 graduating seniors were greeted and congratulated during the Grad Expo on November 11, 12, 17 and 20. They were given alumni news and information on how to keep connected with the university.
- A happy hour mingle event for pharmacy alumni, students and friends, hosted by the pharmacy alumni association, was held on November 12 at Black Finn in Royal Oak.
- Mentors and how to find them was the focus of the November 18 Creating Connections Career Series Webinar titled Build Your Career Team.
- On November 19, the Creating Connections Career Series presented a session for students and alumni on interview etiquette when an interview takes place in a restaurant.
- The alumni association hosted a Thanksgiving Day Parade viewing party at the Bonstelle Theatre on November 27
- The alumni association partnered with the College of Liberal Arts and Sciences, the Honors College and the Office of Undergraduate Admissions to host an alumni student recruitment mixer at the Amway Grand in Grand Rapids on November 20.
- In collaboration with university advising, the alumni association hosted a Discover Your Major event on November 20. The event offered undeclared students an opportunity to interact with a variety of academic advisors and faculty in a single location, helping them make a more informed decision when choosing a major.
- On November 21, the alumni association conducted its quarterly focus group comprising students, recent graduates, alumni and staff. The focus group discussed event best practices, ways to improve on previous events, and new event ideas.
- Hosted by the School of Medicine alumni association, a School of Medicine In Residence event was held at the home of Dr. Federico Mariona on November 21.
- The alumni association is partnering with the Office of Marketing Communications and Undergraduate Admissions in a Welcome to Wayne State packet to students recently admitted to the university. From mid-November to mid-December, alumni are sending postcards to 3,000 students welcoming them to Wayne State.

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**Upcoming Engagement Activities**

- January 11: Regional campaign launch at Casa Del Mar in Santa Monica, California
- January 13: Regional campaign launch at The Lodge of Torrey Pines in La Jolla, California
- January 27: Arthur L. Johnson Urban Perspectives Lecture Series, featuring Matt Cullen
- January 28: 2014 Grad Reunion event at the Black Finn in Royal Oak
- February 10: Regional campaign launch at Boca Raton Resort and Club in Boca Raton, Florida
- February 11: Regional campaign launch at Bonita Bay Club in Bonita Springs, Florida
- 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 at the Arizona Biltmore in Phoenix, Arizona