



Division of Development and Alumni Affairs

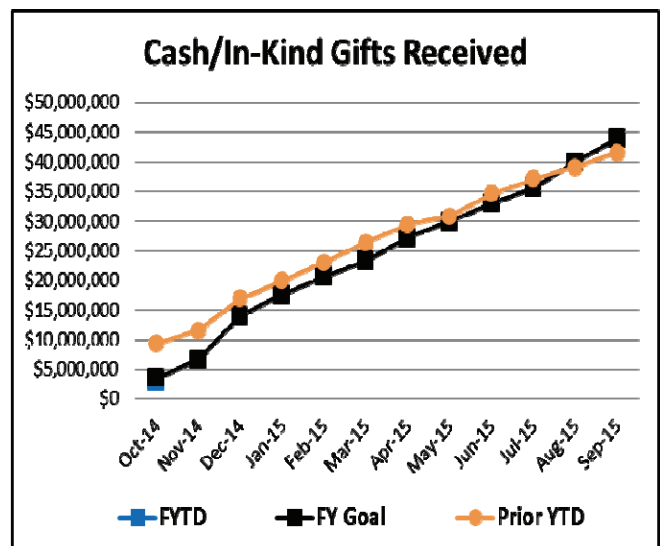
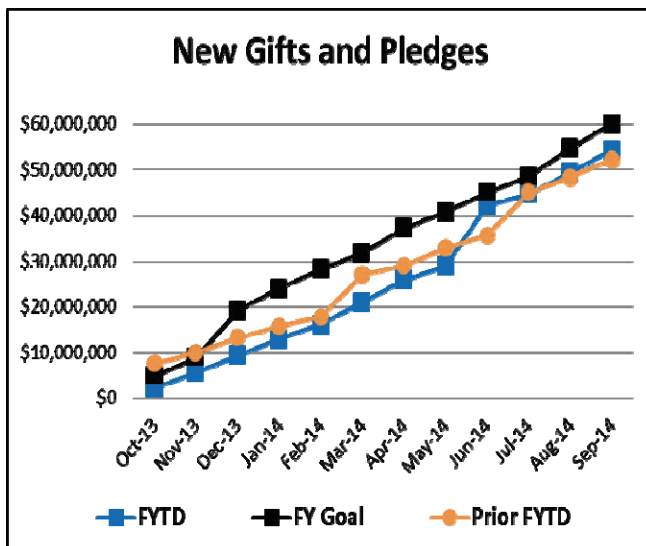
Submitted by:
Chacona W. Johnson

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of October 31, 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	\$2,177,296	\$29,441,204	\$86,550,000	34%
Cash Gifts ²	\$9,327,646	\$2,947,945	\$44,425,000	7%
In-Kind Gifts ²	-	\$91,087	-	-



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.

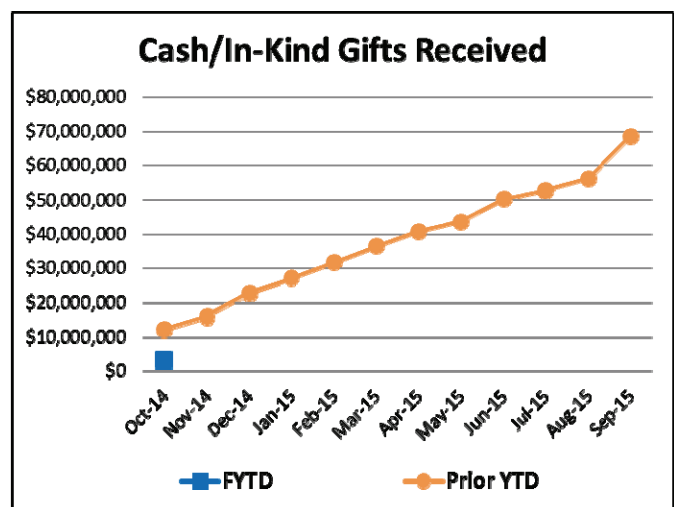
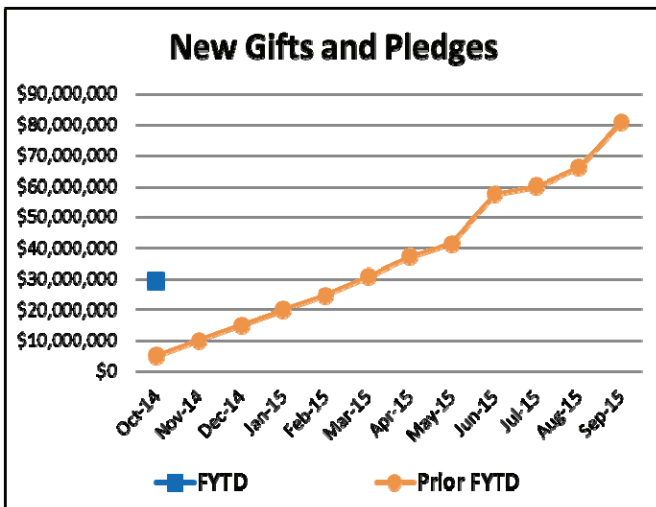
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of October 31, 2014

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$2,177,296	\$2,863,184	\$5,040,480	\$29,441,204	\$2,500	\$29,443,704
Cash Gifts ²	\$9,327,646	\$2,988,184	\$12,315,830	\$2,947,945	\$127,500	\$3,166,532
In-Kind Gifts ²	-	-		\$91,087	-	



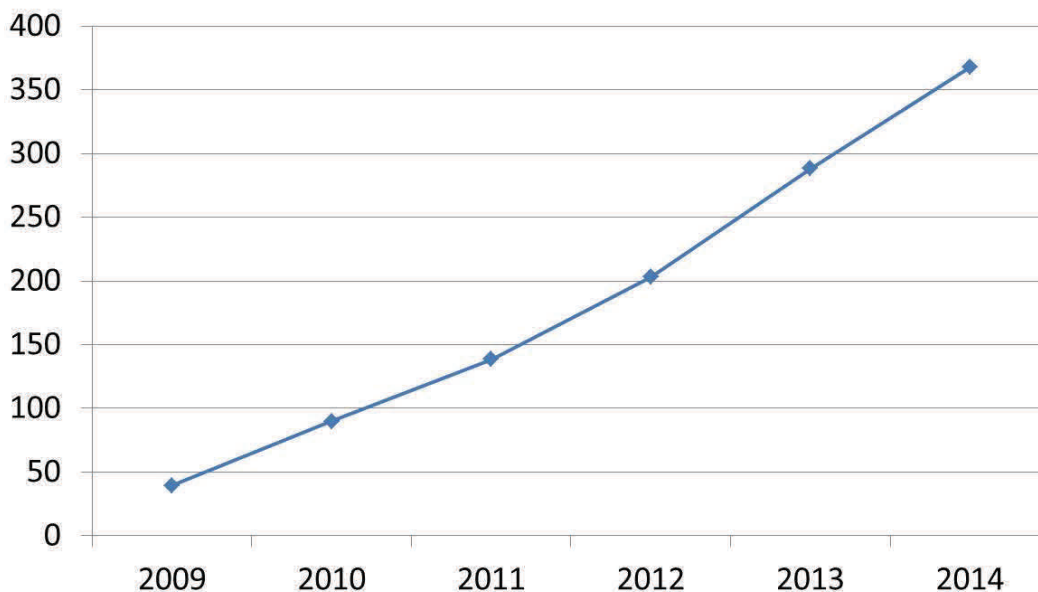
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Campaign total as of October 31, 2014
\$396,823,241

Campaign Progress

\$ in millions
 as of fiscal year end



Major and planned gift activity

Fiscal year totals as of October 31, 2014

Total number of major gift solicitations \$25,000+:	21
Total number of major gifts closed \$25,000+:	8
Total cash and planned gifts outstanding solicitations:	\$59,120,922
Total value of pending matured gifts:	\$10,649,199

Annual giving activity

Fiscal year totals as of October 31, 2014

Number of annual giving prospects solicited	4,649
Total annual giving dollars raised from solicited prospects	\$142,237
Variance (percent plus or minus last fiscal year)	-25%
Average solicited gift amount given	\$117
Variance (percent plus or minus last fiscal year)	2%

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 and mailed in February. The magazine is once again on a quarterly publication schedule and is available digitally at alumni.wayne.edu.

Engagement activities

- The College of Fine, Performing and Communication Arts held the first session of its core alumni program, The Business of Art @ Ponyride, on November 19. The gathering of alumni, students and friends enjoyed a rousing presentation from film maker and KAID 2014 recipient Rola Nashef. The December 17 topic was Funding 101, and gallery owner George N'namdi was featured on January 21.
- The WSU Alumni Association Past Presidents Council Annual Holiday Luncheon was held on December 9 at the Detroit Athletic Club.
- The alumni association hosted its semi-annual finals relaxer exam kit giveaway at Late Night Breakfast, held on December 10. Approximately 500 students received exam kits that included scantrons, blue book, future alumni network (F.A.N.) pencil, Smarties candy, student activities calendar, information on how to get involved with alumni while a student, and an alumni stress ball or F.A.N. whistle.
- The alumni association Board of Directors met on December 11 at the Alumni House.
- A regional campaign launch event was held on January 11 at Casa Del Mar in Santa Monica, California.
- A regional campaign launch event was held on January 13 at The Lodge of Torrey Pines in La Jolla, California.
- The Arthur L. Johnson Urban Perspectives Lecture Series, featuring Rock Ventures LLC President and Chief Executive Officer Matthew P. Cullen, was held on January 27 at the Alumni House.
- The alumni association 2014 Grad Reunion was held at the Black Finn restaurant in Royal Oak on January 28. Approximately 100 graduates from May, August and December 2014 attended.
- The alumni association held its quarterly focus group meeting on February 6. Current students, recent graduates and alumni staff discussed event best practices, how to improve on previous events, and new event ideas based on student and recent alumni interest.

Upcoming engagement activities

- February 10: Regional campaign launch, Boca Raton Resort, Boca Raton, Florida
- February 11: Regional campaign launch, Bonita Bay Country Club, Bonita Bay, Florida
- February 19: "Meet the Director" alumni event
- February 28: College of Fine, Performing and Communication Arts The Business of Art @ Ponyride featuring Paul Randolph
- March 3: Regional campaign launch, The Omni, San Francisco, California
- March 5: Regional campaign launch, The Arctic Club, Seattle, Washington
- March 14: Tigers spring training game and picnic, Lakeland, Florida
- March 24: College of Fine, Performing and Communication Arts 36th Arts Achievement Awards
- March 24: Midtown Detroit Culture student and alumni strolling reception and docent tour at the Detroit Institute of Arts
- March 28: School of Medicine Future Docs event at Scott Hall
- April 14: Regional campaign launch, The Army Navy Club, Washington, D.C.
- April 20: Regional campaign launch, The Arizona Biltmore, Phoenix, Arizona
- April 22: Semi-annual Student Finals Relaxer
- May 1: Volunteer thank you celebration
- May 9: School of Medicine Alumni Reunion Day
- May 18: School of Medicine Commencement

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- June 17: 10-year reunion event for graduates 2004—2014, Emagine Theatre
- July 3: School of Medicine White Coat Ceremony
- October 8–9: Golden Jubilee